



ULI St. Louis Impact Update

Dear ULI St. Louis Members,
Sponsors and Community Partners,

Everything is changing at a rate we've never experienced.

The ways we work, play, connect, celebrate, grieve, laugh, and rest are shifting faster than we can process.

In times of transformation, it's wise to focus on the vision of what you want. Learn from the past, aim toward the future.

This perspective couldn't be more applicable as we think about the future of real estate in St. Louis. In this historic city, there's a long-held narrative that we're running "20 years behind the coasts." Personally, I'm ready to leave that refrain behind and shift to "20 years ahead." Right now, we have an opportunity to do things other cities will replicate in 2040.

When I think about where we're going, I look to the next generation – where and how do they want to live and work? If you're hearing the same messages I am, we can agree that they're demanding better. They see the benefits of living in St. Louis, with our low cost of living, incredible amenities, and invaluable architecture. But they also see our history of racial segregation, unequal educational opportunities, and purposeful disinvestment in neighborhoods of color.

Thanks to the efforts of so many trailblazers in our community – Forward Through Ferguson, Great Rivers Greenway, and Invest STL, to name a few – we are on the path toward reckoning and repairing.

And yet there's so much left to do.

*How can we ensure that St. Louis is a great place
to raise a family, no matter your zip code?*

*Why not innovate in neighborhoods as much as
we innovate in plant science?*

*Who will lead us in broadly and deeply working
together to achieve our vision?*

Since George Floyd was killed in May, ULI has recommitted to centering racial equity in our work. We're pushing harder to design programs that integrate social justice, sustainability, economic development, and post-pandemic thinking. Arguably, real estate and the built environment can manifest this exponential change in a more physical way than any other element of society. We can build things and invest our dollars in ways that reflect who we are and what we stand for. I hope you stand with me in wanting every neighborhood to be a "good neighborhood."

ULI has long been the place where people look to understand what's next. Consider this your invitation to engage deeper and join in the work to better understand, support, and lead the future of our neighborhoods, cities, and world. There's never been a better time to dive in.



Best,
Kacey Cordes
Chair, ULI St. Louis
Vice President, US Bancorp Community
Development Corporation

ULI St. Louis delivers the global mission of responsible land use in Illinois and Missouri, advancing the open exchange of ideas, research, and practical experiences among industry leaders dedicated to developing healthier, more sustainable, and more equitable communities.

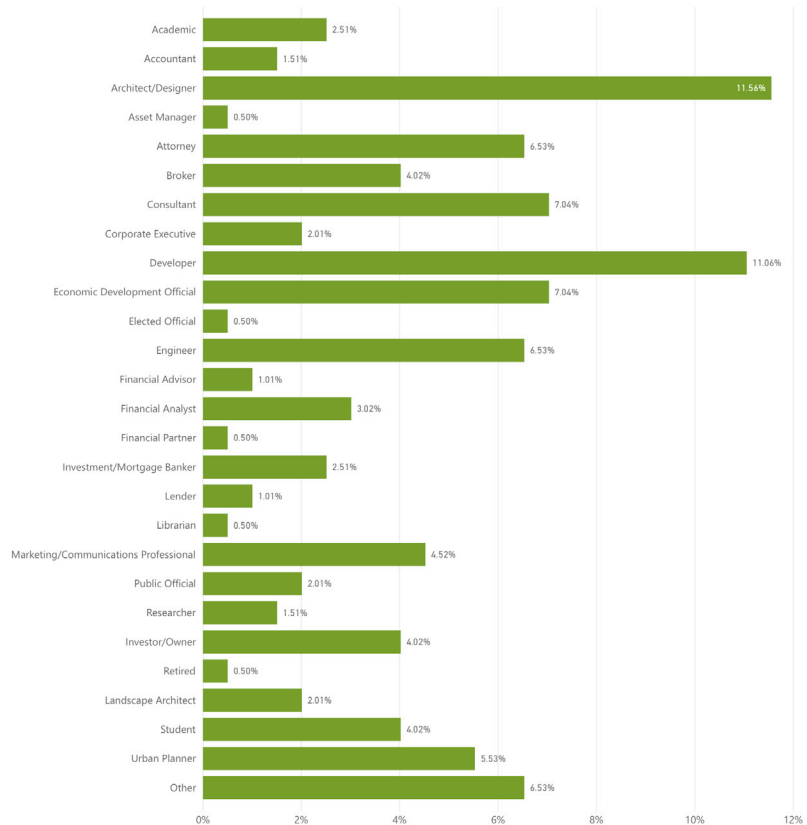


ULI St. Louis creates opportunities for its members to develop skills and build relationships to advance their careers while making a positive and lasting impact on the community and within ULI.



Member Profiles

ULI members represent the full array of professionals comprising the real estate industry.



Events & Engagement

ULI St. Louis offers a wide variety of high-quality programming that provides multiple perspectives and content on leading real estate development and land use issues. In addition to our public programming, committees hold regular meetings to further share insights and best practices.

Program Reach

FY20
 30 programs
 1,364 attendees
 Economic Development Course
 Real Estate Diversity Initiative Course
 Public Leadership Institute
 Project & Neighborhood Tours
 10 Panel Discussions

ULI St. Louis is led by its members:

- 12 Committees
- 17 Members in leadership positions
- 18 Members on national product councils
- 73 Members on committees





Connect

Bringing together leaders from across the fields of real estate and land use policy to foster collaboration within and beyond ULI's membership



Learn

Exploring issues and sharing knowledge around urbanization, conservation, land use, capital formation, regeneration, and equitable development



Impact

Working to advance best practices in real estate, build land use knowledge, and increase development capacity in the classroom and in the community – all to raise up St. Louis

Networking Receptions

meet and build relationships with real estate and land use professionals from across the region

Quarterly Happy Hours

hosted by the Young Leaders Group, happy hours are open to members and the general public

Committee Involvement

ULI is member-led and volunteer-driven – join one of our committees to lead ULI's work in St. Louis

Member Directory

the ULI Member Directory is like LinkedIn for ULI, global in reach and deep in connections

Navigator

hosted online, this digital platform connects members to ULI's leadership opportunities

Quarterly Programs

thought-provoking, forward-looking public programs around local and national development topics

Candid Conversations

small-group discussions with leaders shaping the region's built, business, and civic environment

60 Minute Mentor

group mentoring sessions with the region's real estate leaders, past, present, and future

Cocktails & Conversations

advancing the careers of women through the career and life lessons of industry leaders

Knowledge Finder

digital platform for members that hosts case studies, white papers, and event resources

Technical Assistance Program (TAP)

ULI's one-day Panels provide advice to municipalities and nonprofits facing a land use challenge

UrbanPlan for High Schools

project-based development curriculum designed to inform our region's next generation of leaders

UrbanPlan for Community

one-day real estate development workshops for public officials and neighborhood leaders

Real Estate Diversity Initiative (REDI)

capacity-building real estate development curriculum for women and people of color

Economic Development Course

8-week, 24 hr credit UMSL Chancellor's Certificate course in economic development hosted by ULI

Whether it is mayors and elected officials or neighborhood and community leaders, UrbanPlan works with STL leaders to show how development works best when the developer, community, and municipality work together.



UrbanPlan

Through UrbanPlan for high school students and community leaders, ULI shares insights into real estate development, showing students how they can have a voice in how development happens and supporting community leaders' understanding of their part in the development process.

High Schools

Since its launch in St. Louis in 2017, ULI St. Louis has built an impactful UrbanPlan program in the Ferguson-Florissant School District.



To-date:

3 High Schools

3 Teachers

140 Students Reached

41 Volunteers

68 Volunteer Opportunities

130 Volunteer Hours

Public Officials & Community Leaders

10 Cities Represented

2 Days of Workshops

STL Planning Taskforce

What can ULI do to positively impact development in a city that hasn't had a comprehensive plan since 1947, the day's of 'urban renewal'? A group of ULI members and partners are working collectively to figure it out and chart a path forward for all.



REDI

The Real Estate Diversity Initiative (REDI) launched in 2019 to teach the fundamentals of development to professionals of color and women, two groups typically on the margins in the development process.



REDI At a Glance:

28 students/year

15 sessions

16 instructors

16 mentors

1 project site

4 community partners

WLI Regional Summit

Together with six other Midwestern district councils, ULI St. Louis hosted the first Womens Leadership Initiative (WLI) Regional Summit in 2019 in Louisville, KY. The WLI Regional Summit delivers two days of programming, tours, and professional development designed to connect ULI members across the central United States with the world of real estate.

2019 Summit

300+ Attendees

20+ States

34 Speakers



2020 Virtual Summit

3 Sessions

14 Speakers

680 Registrants

In the face of limits on in-person gatherings for 2020, the WLI Summit committee quickly shifted to a virtual format, diving more deeply into the meaning of 'equity' via three panel sessions focusing on Acknowledgment, Analysis, and Action, all driving toward more individual awareness and more equitable organizations and communities.

2021 Summit

In St. Louis

August 4–6, 2021



The mission of the ULI Women's Leadership Initiative is to raise the visibility and number of women leaders in ULI and the real estate industry.

Chair

Kacey Cordes
US Bancorp CDC

Chair for Mission Advancement

Aaron Williams
Penn Services

Governance Chair

Chip Crawford
LJC

Treasurer

Jill Starrs
UHY Advisors



leadership team

Candid Conversations

Chair: Brian Randazzo, CI Select

Communications

Chair: Steve Houston, Compass Communications

Fundamentals of Economic Development Chancellor's Certificate Course (UMSL)

Co-Chairs: Kelly Annis & Julie Stone, Missouri Department of Conservation

Planning Taskforce

Co-Chairs: Chip Crawford, LJC & Kacey Cordes, USBancorp CDC

Programs

Co-Chairs: Alison Gray, Steadfast City & Kyle Wilson, Kadean Construction

Real Estate Diversity Initiative (REDI)

Chair: Jerry Crylen, Green Street St. Louis

Sponsorship/Membership

Chair: Sarah Davis, Stock Legal

Technical Assistance Program (TAP)

Co-Chairs: Cristen Hardin, City of Collinsville & John Langa, Bi-State Development

UrbanPlan

Co-Chairs: Colleen McNitt-Ruiz, Lathrop Gage & Traci Pupillo, Blitz, Bardgett & Aaron Williams, Penn Services

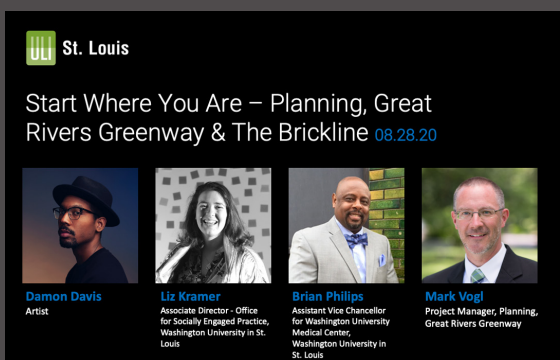
Women's Leadership Initiative (WLI)

Co-Chairs: Bonnie Roy, SWT Design & Aimee Rowbottom, Jacobs

Young Leaders Group

Chair: Rich Conyers, Fox Architects

committees



2020

jan

feb

mar

apr

may

jun

jul

aug

sep

oct

nov

dec

Below are the programs ULI St. Louis hosted or has on tap for 2020:

- 1.10 Management Committee Meeting
- 1.22 60 Minute Mentor with Margaret McDonald, HOK
- 1.28 YLG IL Tax Credits at Work, Old Herald Brewery & Distillery
- 1.28 UrbanPlan launches at McCluer High
- 1.30 Candid Conversation with Mayor Waldman, Olivette
- 2.7 UrbanPlan volunteer training
- 2.20 UrbanPlan - McCluer High 1st Facilitation
- 2.21 Management Committee Meeting
- 2.28 UrbanPlan - McCluer High 2nd Facilitation
- 3.13 Management Committee Meeting
- 3.16 UrbanPlan - McCluer High City Council
- 4.10 Management Committee
- 4.29 60 Minute Mentor with Rusty Keeley, KDG
- 5.6 New Member Virtual Happy Hour
- 5.8 Management Committee Meeting
- 5.11 ULI Spring Meeting programming begins online
- 5.21 60 Minute Mentor with Brooks Goedeker, Mid-town Redevelopment Corp.
- 5.28 Q1 Program: Planning – Start Where You Are
- 6.12 Management Committee Meeting
- 6.23 YLG Insider's Tour: City Foundry STL
- 6.25 Market Insights from Gershman Investment Corp.
- 7.1 Candid Conversation: New STL Building Energy Performance Standard
- 7.10 Management Committee Meeting
- 7.16 Market Insights from Cannon Design
- 7.23 YLG Insider's Tour: HUE@Chroma
- 7.27 Emerging Trends focus groups
- 7.30 Market Insights from Ameren
- 7.31 Launch of STL Planning Taskforce
- 8.12 WLI Regional Summit Virtual Series: Part 1 Acknowledgment
- 8.14 Management Committee Meeting
- 8.26 YLG 60 Minute Mentor with David Robert, Midas Hospitality
- 8.28 Q2 Program – Planning & the Brickline
- 8.31 REDI 2020 launches
- 9.11 Management Committee Meeting
- 9.16 WLI Regional Summit Virtual Series: Part 2 Analysis
- 9.24 Creative Placemaking in a Post-Covid World
- 10.9 Management Committee Meeting
- 10.13-15 ULI Fall Meeting, Virtual
- 10.27 Inclusive Placemaking: Leveraging Art and Culture
- 10.28 Q3 Program – Planning & Vacancy
- 10.29 YLG 60 Minute Mentor with Brian Pratt, Ballast CRE
- 10.29 WLI Regional Summit Virtual Series: Part 3 Action
- 11.4 Candid Conversation with Colin Gordon and Peter Hoffman
- 11.6 YLG 60 Minute Mentor with Juliane Wolf, Studio Gang
- 11.12 Anatomy of the Deal, Kingsway Development
- 11.13 Management Committee Meeting
- 11.16 Market Insights from PGAV
- 11.17 The Business Case for Creative Placemaking
- 12.10 Q4 Program: Emerging Trends in Real Estate
- 12.11 Management Committee Meeting
- 12.14 REDI Graduation

ULI St. Louis annual sponsorship is the most visible way to demonstrate your organization's commitment to the future of responsible land use and equitable real estate development in the St. Louis region. Through the generous contributions of our annual sponsors, ULI St. Louis is able to provide thought-provoking programs, lead collaborative efforts, and help insure that the future of St. Louis is a bright future for all.

ALL sponsorship funding stays in St. Louis, supporting our in work the community. Sponsors of ULI St. Louis enjoy a variety of benefits including complimentary memberships, free program registrations, brand exposure, and the satisfaction of partnering with ULI St. Louis as we make a difference in our region.



ULI STL SPONSORS

Sponsors receive a number of benefits to use throughout the year.

Diamond: \$5,000

- Complimentary registrations to all programs
- Two (2) complimentary memberships (Associate and Young Leader)
- Logo and link to website in program emails and on stlouis.uli.org
- Logo and acknowledgment at quarterly District Council programs

Gold: \$3,000

- 24 complimentary registrations to programs
- One (1) complimentary membership or two (2) complimentary Young Leader memberships
- Logo and link to website on stlouis.uli.org
- Link to website in program emails
- Logo and acknowledgment at quarterly District Council programs

Silver: \$2,000

- 12 complimentary registrations to programs
- One (1) complimentary membership or two (2) complimentary Young Leader memberships
- Link to website in program emails and on stlouis.uli.org
- Acknowledgment at quarterly District Council programs

Interested in joining the conversation about the future of real estate in the St. Louis region? Consider supporting – or increasing your support of – ULI St. Louis and help shape the future of our region.



Market Insights

New in 2020, the Market Insights programs are unique opportunities to showcase sponsor thought leadership. Interested in hosting a session? Let us know!

FY20 Annual Sponsors

Thank you!

100% of your sponsorship dollars stay in St. Louis, and we are grateful for your generous support. You have chosen to stand with ULI in representing the industry leaders committed to providing best practices, more equitable communities, and positive impact on our community.

Diamond



Lodging Hospitality Management



Member FDIC



Email Distribution

2,200+ weekly distribution

Events

Sponsors receive complimentary registrations to all events and are featured in event collateral, marketing, and web content.

Gold



Lamar Johnson Collaborative

Market Insights

Led by ULI St. Louis sponsors, the Market Insights sessions are unique opportunities to showcase sponsor thought leadership.

Website

The ULI website links visitors to ULI content and sponsor logos. New digital tools to enhance online user experience include the Membership Directory, Knowledge Finder, and Navigator.

Silver

Ameren Services
Arcturis
Armstrong Teasdale
Brinkmann Constructors
CD Companies
CI Select
Commerce Bank
Compass Communications

Contegra Construction Company
Cushman & Wakefield
Gershman Investment Corp.
HDA Architects
Holland Construction
Husch Blackwell LLP
Kadean Construction
NorthPoint Development
Paric

PGAV Planners
St. Louis Development Corporation
St. Louis Economic Development Partnership
St. Louis Equity Fund, Inc.
Stifel Bank & Trust
SWT Design
Trivers
UHY Advisors