

# 2020 IMPACT BY THE NUMBERS

## Adapting to Meet the Moment



- **Doubled** the frequency of meetings of key networks such as the Capital Markets Council to allow members to exchange timely information and perspectives and make better decisions about their business activities.
- Immediately pivoted in March to enhanced digital content and virtual convenings, with attendance at programs in the second quarter of 2020 **exceeding any quarter** since we began tracking program participation.
- Provided **rich, timely content** for our members with the *Navigating the Unknown* series, *Real Estate & Racial Equity* series, and lessons learned from ULI Asia and Europe on real-time market and operations impacts of the pandemic.
- Delivered **all traditional in-person programs and trainings in a virtual format** through Center for Leadership (CFL), UrbanPlan, Technical Assistance Programs (TAPs), local product councils, Young Leaders Group, Women's Leadership Initiative until safe to meet in person.

## Cultivating Leadership



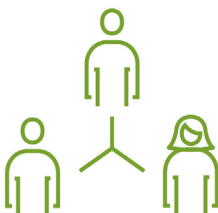
- Initiated a **Diversity, Equity & Inclusion (DEI) council** to provide leadership on DEI within ULI Atlanta, within the industry in Atlanta more broadly, and within land use practice and policy.
- Graduated **11<sup>th</sup> Class of the ULI Atlanta Center for Leadership (CFL)** to continue to foster deeper understanding of issues, opportunities, and skills required to continue to build a better Atlanta region.
- Through our Women's Leadership Initiative (WLI), launched the **first cohort of 'The Leaders'** to celebrate and elevate **24 accomplished women** in real estate who have demonstrated excellence in both professional and civic leadership in our cities and communities.
- Implemented UrbanPlan for Community Leaders to build leadership capacity on real estate issues and enhance dialogue among neighborhood leaders and the development community. Continued UrbanPlan program in a virtual format in high school and university programs serving **147 students**.

## Thought Leadership and Mission Advancement



- ULI Atlanta members volunteered **7,000+ volunteer hours** advancing the ULI mission through key projects and partnerships:
  - Implemented **year two** of the **Atlanta Community Schoolyards** project, a partnership of ULI Atlanta, Trust for Public Land, Park Pride and Atlanta Public Schools, to increase park access for all residents in the city of Atlanta by making schoolyards accessible for all.
  - Executed a project through the Bloomberg Philanthropies American Cities Climate Challenge for the City of Atlanta on **parking policy reforms and enhancements**. Also offered recommendations for affordable housing strategies to Gainesville and Hall County through our technical assistance program.
  - Completed **seven technical assistance projects** through the Center for Leadership, ranging from reimagining Five Points MARTA Station to people-driven placemaking in downtown Tucker.
- Along with public and private partners, led **HouseATL** to advance the **23 recommendations** of the coalition, ranging from emergency rental assistance for those facing eviction in the City of Atlanta due to COVID-19 to the case for private and philanthropic investment in housing affordability.

## Member Engagement



- Hosted over **2,800 professionals** in content-rich educational programs with speakers like New York Times bestselling author Richard Rothstein, author of the *Color of Law*.
- Amplified all global ULI programming to local Atlanta members as a value-add to virtual engagement opportunities.
- Created **virtual networking opportunities** ranging from break out rooms and coffees to trivia nights and wine tastings.
- Increased **digital engagement two-fold** by sending bi-monthly newsletters highlighting the work of our members, sponsors, and ULI global research, webinars, and programming.