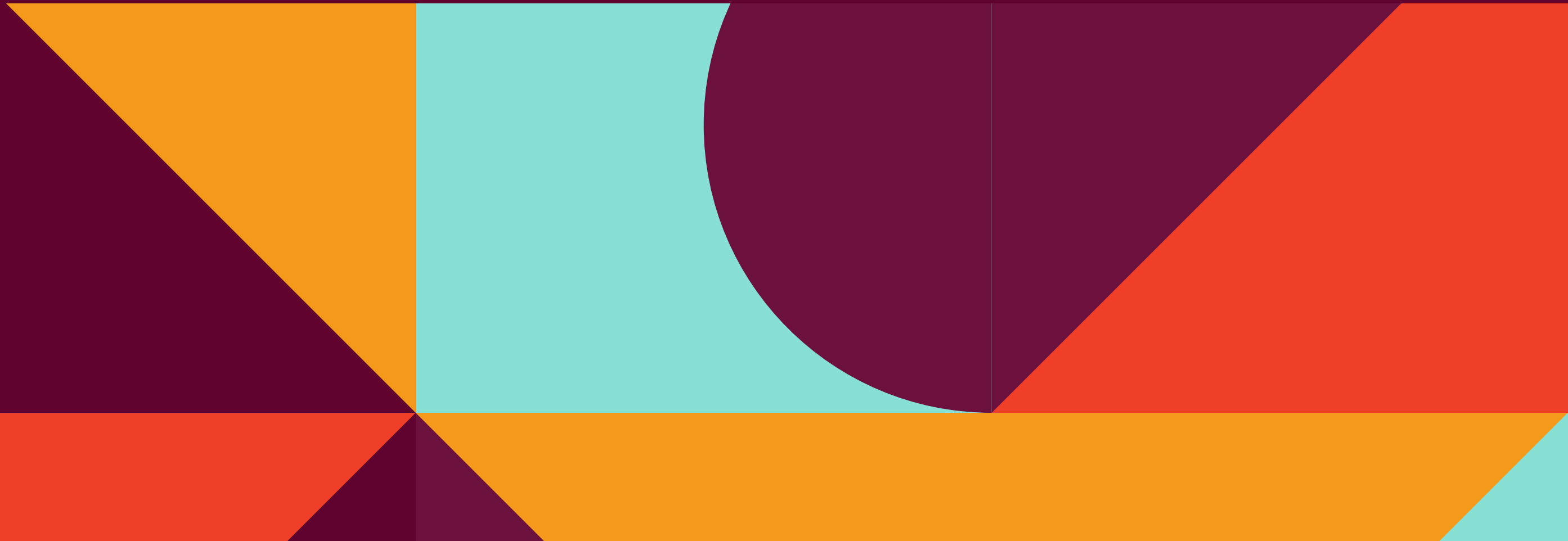




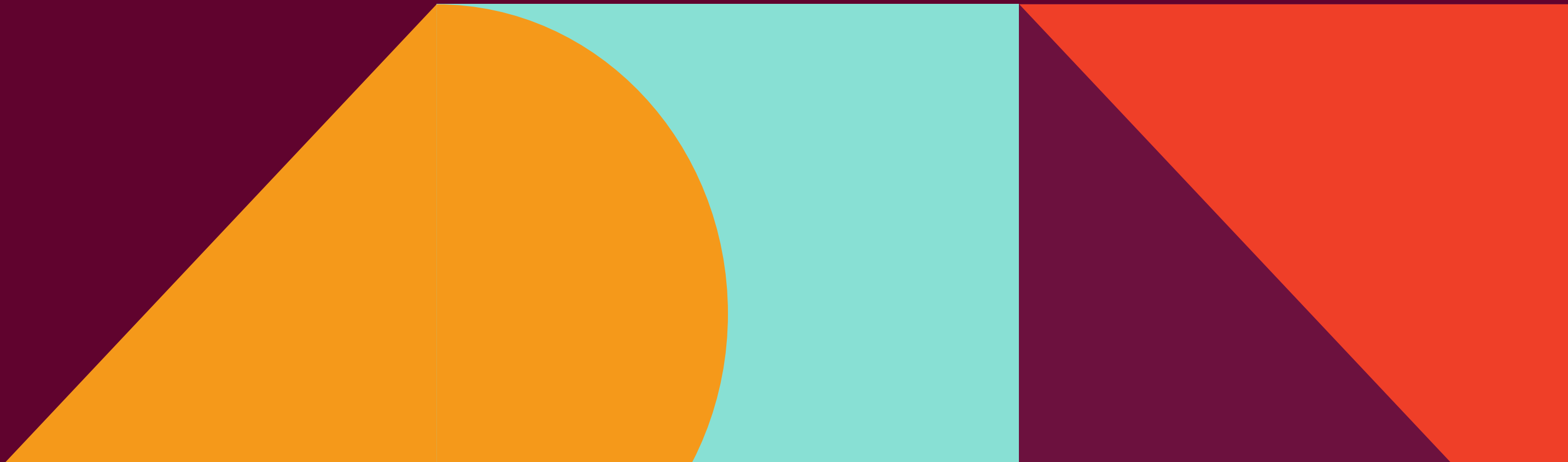
DISTRICT COUNCIL STAFF SUMMIT

# 2024 SHOWCASE OF EXCELLENCE AWARDS FINALISTS



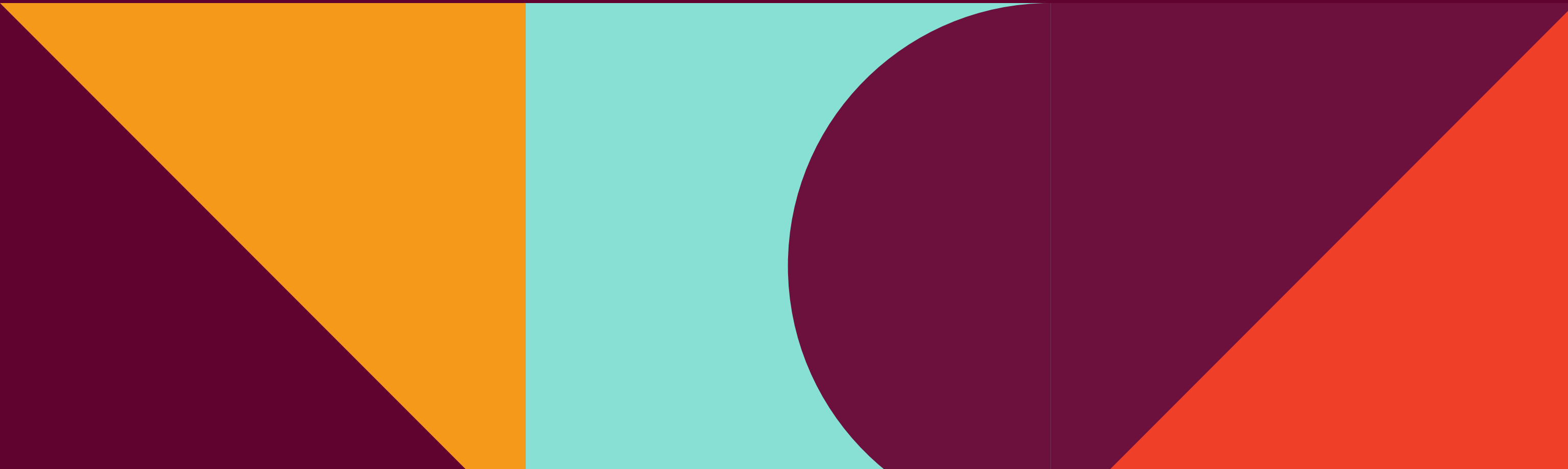
# 2024 ULI DISTRICT COUNCIL AWARDS

The ULI Americas District Council Awards were created to help recognize and celebrate the extraordinary work done by the district councils in advancing the Institute's mission of creating and sustaining thriving communities worldwide. The five categories were chosen to highlight the breadth and depth of the the district councils' program of work, while also focusing on ULI's mission and values. Thank you to everyone who submitted nominations and congratulations to the finalists!



# AWARD 1

BEST PROGRAM FOR DRIVING PATHS TO  
NET ZERO CARBON





## ULI PHILADELPHIA

### ST. ANDREWS SCHOOL TAP

In October 2023, ULI Philadelphia recruited six local and national members for the St. Andrew's School technical assistance panel (TAP) in Middletown, Delaware. Members were selected from the Philadelphia and Delaware regions and a national member from Seattle, Washington. Working in partnership with ULI's Greenprint Center, the panel spent two days immersed in the school's culture, attending all-school activities; stakeholder interviews with more than 40 faculty, staff, and students; and touring the 2,200-acre campus on bus and foot. The panelists provided St. Andrew's School with recommendations for developing a long-term plan toward responsible land stewardship and implementing institutional carbon neutrality. The panel gave St. Andrew's clear steps, including how to leverage facility upgrades, on-site solar production, and carbon-friendly farming practices, to achieve their goals of reaching carbon net zero. Overall, the panel commented that this was a truly unique experience and were impressed with the student body and culture of St. Andrew's School.



**Center for Leadership mTAP Client Pitch**

**Embodied Carbon Education Action Plan**

## ULI ATLANTA

### CENTER FOR LEADERSHIP MTAP WITH LIVABLE BUCKHEAD

Last year, Livable Buckhead engaged with a ULI Center for Leadership mini-TAP (mTAP) team to increase awareness and education on embodied carbon in the Buckhead community. The goals were to identify tools and benchmarks for developers and contractors to gauge and reduce embodied carbon in commercial projects, develop an actionable plan to facilitate carbon reductions, and differentiate Buckhead through a sustainability initiative targeting embodied carbon. Building on that effort, Livable Buckhead has reached out this year to continue pursuing net zero goals. They have asked a team to analyze an existing Buckhead building by calculating its baseline embodied carbon footprint and determining how it could have been optimized with alternative materials. The team will analyze associated cost implications and conduct a life-cycle assessment to model the as-designed carbon impact against proposed revised lower-carbon designs. This two-phase engagement demonstrates Livable Buckhead's meaningful commitment to sustainability education and tangible steps to reduce the real estate industry's carbon impacts in Buckhead. By assessing an existing building and modeling alternatives, the findings can inform realistic pathways for the district's developers and contractors to adopt lower-carbon approaches.

# ULI VIRGINIA

## INFLATION REDUCTION ACT: IMPLICATIONS FOR REAL ESTATE

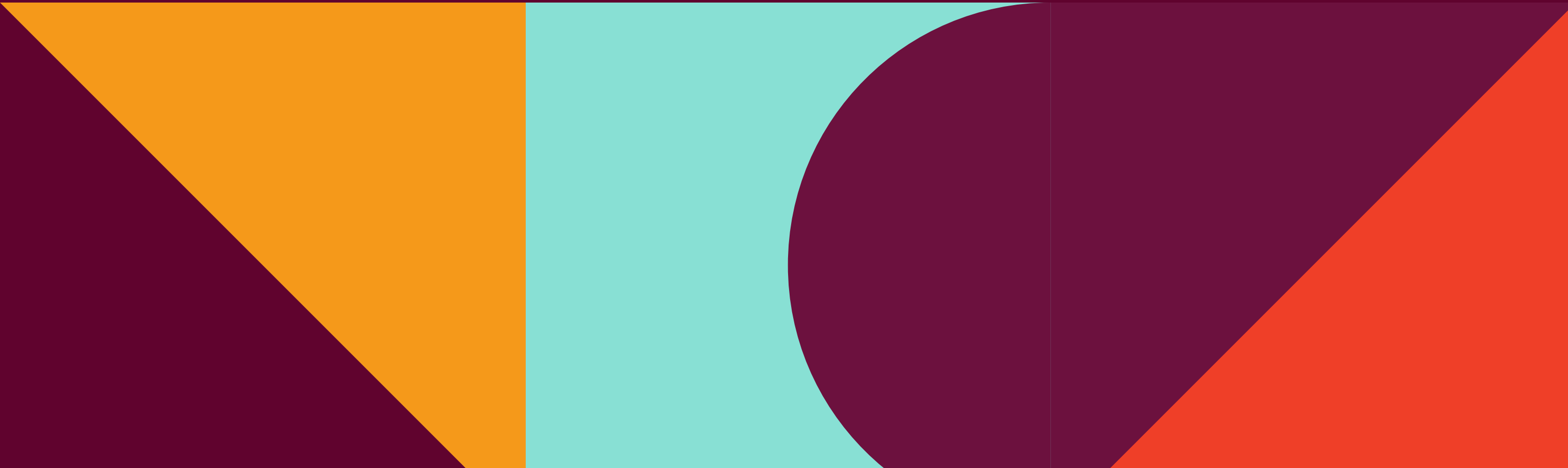
The Inflation Reduction Act (IRA) of 2022 is the latest reason that the business case for real estate decarbonization has never been stronger. The bill was signed into law after months of negotiation and anticipation, dedicating almost \$370 billion to address climate change over the next 10 years. In partnership with the city of Richmond, ULI Virginia assembled a distinguished panel of leaders to provide an overview of the bill's relevant provisions. "Inflation Reduction Act: Implication for Real Estate" featured speakers Congresswoman Jennifer McClellan, U.S. representative for Virginia's Fourth Congressional District; Levar Stoney, mayor of Richmond; Laura Thomas, director of the Office of Sustainability, city of Richmond; Marta Schantz, co-executive director, ULI Randall Lewis Center for Sustainability in Real Estate; Ben Evans, federal legislative director, U.S. Green Building Council; Tip Brown, director of asset management, Venture Realty Group; and Christopher Corrada, principal, Riverstone Properties. The presentation featured a broad explanation of the IRA, real examples of projects, and ways to receive significant savings for upcoming development projects. It also offered participants the opportunity to meet with other IRA experts and receive resources to support the integration of tax credits into future projects.

**About the IRA:** The IRA, which was passed by Congress in 2022, provides real estate owners and developers with lucrative tax incentives and significant savings for projects of all sizes. This includes the enhancement of the 179D Deduction for Energy-Efficient commercial buildings and the extension and enhancement of the 45L New Energy-Efficient Home Tax Credit, among others. For larger projects, these incentives can translate to millions of dollars in tax savings for developers, investors, property owners, and investors. Even small projects can be good candidates for receiving significant savings. Real estate developers, the construction industry, and multifamily housing owners, among others, are eligible for these historic savings.



# **AWARD 2**

BEST PROGRAM FOR INCREASING  
HOUSING ATTAINABILITY





## ULI NORTHWEST (SEATTLE)

### AFFORDABLE HOUSING TOOLKIT

ULI Northwest partnered with the Housing Development Consortium (HDC) of Seattle-King County to develop an affordable housing toolkit as a guide for cities, counties, and advocates in Washington state. The Affordable Housing Toolkit is intended to be used by local governments as a resource for developing and implementing policies that address the affordability crisis. The toolkit presents 20 high-impact policy tools that each include considerations for jurisdictions alongside local examples and additional resources. The toolkit is divided into four sections—Land Use, Financing, Anti-Displacement, and Regulatory Efficiencies. The tools reinforce one another's impact, and each can be viewed as an individual ingredient in a comprehensive affordable housing strategy. ULI Northwest and HDC launched the toolkit at the first annual King County Affordable Housing Symposium, featuring distinguished speakers who highlighted the collaborative efforts that went into the creation of the toolkit. The four-hour, standing-room-only symposium was attended by nearly 200 elected leaders, sector professionals, policy experts, business partners, and housing advocates with the primary goal of advancing the role of affordable housing within the community and helping inform comprehensive plan updates for 2024.



# ULI BOSTON

## MOBILITY-ORIENTED DEVELOPMENT INITIATIVE

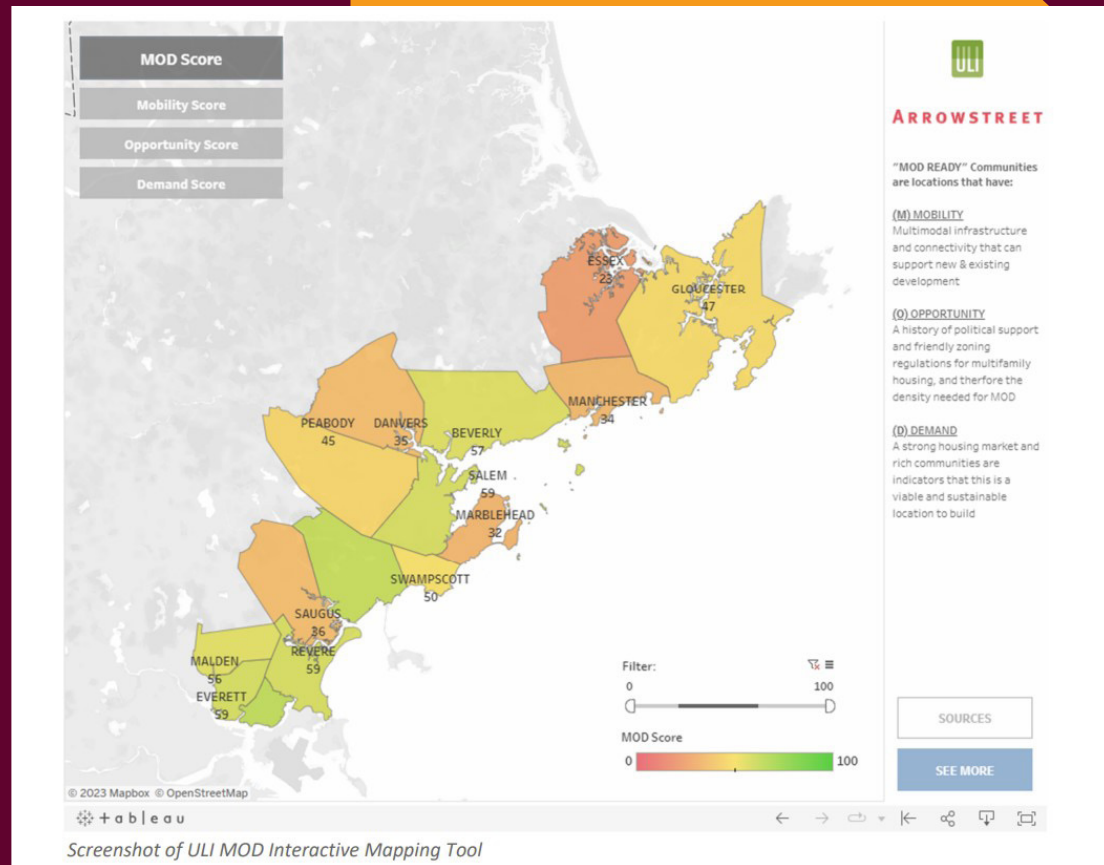
ULI Boston has launched a data-driven mobility-oriented development initiative to increase attainable housing and quality of life in its communities. Led by its policy committee teamed with member firm Arrowstreet, ULI Boston built a data-visualization tool capable of identifying the Massachusetts communities best suited for expanding housing opportunities. Research began with identifying three critical components necessary for a community to successfully incentivize and develop new housing:

**Mobility:** High-quality transit infrastructure, with multiple modes of transportation already in place and ready to support new housing

**Opportunity:** Local zoning regulations and permitting processes that are supportive of multifamily housing and increased density

**Demand:** A strong existing housing market and desirable community amenities that make the area an attractive place to live, and financially viable for new developments

Using this framework, ULI Boston studied 15 communities along the North Shore as part of the pilot program, identifying and collecting more than 60 data points measuring aspects of mobility, opportunity, and demand, including a community's AllTransit and Connectivity Scores, Vacancy Rates, Forms of Government, Job Access Scores, Tax Rates, and School District Ratings, among many others. The team synthesized this data into one comprehensive mobility, opportunity, and demand rating, or MOD Score. Each community's score provides a data-driven glimpse into that town's readiness for adding new mobility-oriented housing relative to its peers. Using this data in combination with on-the-ground intelligence, ULI Boston extended invitations to selected communities and is moving ahead with the cities of Salem, Everett, and Beverly. Municipal leaders from each community will have access to key ULI resources stacked to further enhance their mobility and housing opportunities, including membership, a technical assistance or Advisory Services panel, UrbanPlan, Spring or Fall Meeting, and special events and convenings. ULI Boston will analyze the impact in each community to inform future iterations of the initiative. In addition to its policy objective, this initiative provides numerous opportunities to strengthen relationships and share best practices between private and public sector members.



Screenshot of ULI MOD Interactive Mapping Tool

# ULI ORANGE COUNTY/INLAND EMPIRE

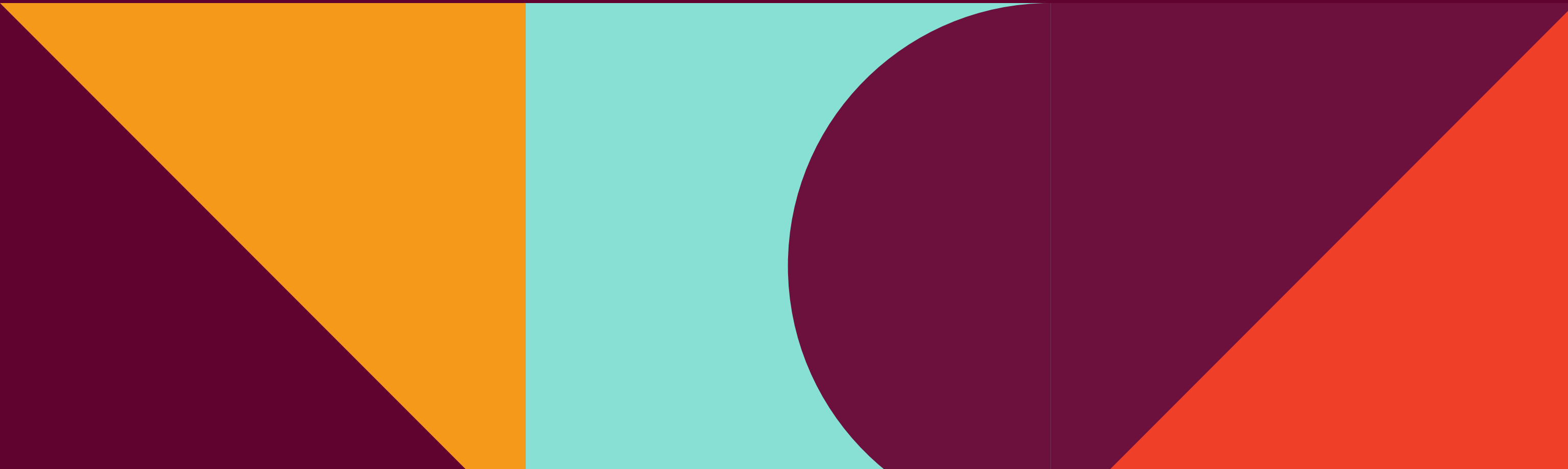
## PARTNERSHIP WITH ORANGE COUNTY COUNCIL OF GOVERNMENTS

The ULI Orange County/Inland Empire established a collaborative partnership with the Orange County Council of Governments (OCCOG) to facilitate local jurisdictions' adherence to California's sixth Regional Housing Needs Allocation (RHNA) cycle requirements. The RHNA process encompasses the initial two phases—Determination and Allocation—of a comprehensive approach that California governments employ to address housing needs across regional landscapes. Funded by the Southern California Association of Governments through the Regional Early Action Planning grant, the OCCOG and ULI worked synergistically to comprehensively evaluate the county's requirements and prioritize advisory services and technical support based on the hierarchy of needs. This prioritization stemmed from a meticulous analysis of survey results from local jurisdictions, complemented by ongoing discussions and consultations. Key areas of emphasis included (a) Updating zoning regulations for existing retail, office, and industrial zones to facilitate the conversion of underperforming commercial, industrial, and office properties into residential use and (b) Assessing potential tax-revenue implications of such transformations and, if applicable, proposing strategies to offset any losses incurred. Over the span of a year, two panels comprising ULI member teams meticulously produced deliverables in both PowerPoint and written report formats. These findings were disseminated via virtual Zoom presentations and in-person sessions at the OCCOG Board of Directors meeting. This collaborative initiative with OCCOG exemplifies the efficacy of public and private sector synergy in effectively addressing the region's housing attainability needs.



# AWARD 3

PROGRAM FOR ADVANCING THE NEXT GENERATION  
OF DIVERSE LEADERS





## ULI NORTHWEST (SEATTLE)

### EMBEDDING RACIAL EQUITY IN REAL ESTATE

After the release of ULI's 10 Principles for Embedding Racial Equity in Real Estate Development report in Spring 2022, ULI Northwest collaborated with Building Healthy Places to host a local event: "Embedding Racial Equity in Real Estate" last February. The event featured a presentation about the 10 Principles report from Taidgh McClory of THM Advisors focusing on four of the 10 principles. McClory then moderated a fireside chat with Jaebadiah Gardner of Gardner Global (a local real estate developer) and George Northcroft, a retired local and national business and civic leader, focusing on embedding racial equity in their practices. After presentations, attendees reflected on the 10 principles and discussed ways to incorporate racial equity in their communities and practices. ULI Northwest facilitated small-group discussions, anonymously collected pledges from attendees, and read them aloud. Some pledges include deliberately partnering with minority-owned businesses, sharing the report with colleagues, and actively diversifying tenants and consultants. The pledges were sent to all attendees a few weeks after the event. The event was intimate (by design) with 51 attendees and was sponsored and supported by Amazon and Building Healthy Places.



## ULI SAN FRANCISCO

### BAY AREA DEVELOPERS OF COLOR COHORT PROGRAM

Forty Bay Area developers of color will graduate from ULI San Francisco's cohort program, now in its second year, by this June. The program is funded through an SF Foundation grant and is in partnership with the city and county of San Francisco Mayor's Office of Housing and Community Development. The program focuses on creating opportunities for mid- to senior-level developers of color and provides a deep understanding of affordable housing development. Participants are diverse: 43 percent identify as female, 55 percent as male, and 3 percent as nonbinary; 55 percent work for for-profit organizations and 45 percent for nonprofits; and 35 percent identify as Black or African American, 32 percent as Hispanic or Latinx, 30 percent as Asian, and 1 percent each as Middle Eastern, Native American, and multicultural. Each member receives 10 expert panel sessions covering the development life cycle, two years of membership, an event stipend, ULI Learning courses, an executive-level member buddy, and networking opportunities. This program fills a niche in educating seasoned developers of color by providing access and learning, impacts the Bay Area communities, and promotes ULI as a critical element of professional development. First-year graduates have joined district council committees and a local product council and are giving back in year 2 as panelists and resources. ULI San Francisco is evaluating continuing this program in future years, and several district councils have inquired about initiating a similar program.

# ULI ORANGE COUNTY/INLAND EMPIRE

## WLI INTERNSHIP PROGRAM

The Women's Leadership Initiative (WLI) internship program was launched three years ago by the WLI Mentorship subcommittee. The WLI Internship Event has become a dynamic program empowering female students and recent graduates in the real estate field. Originally planned as an in-person gathering, the event pivoted to a virtual format in response to COVID-19. In 2023, the event featured a panel of accomplished female professionals sharing inspiring career journeys, followed by roundtable discussions focused on eight distinct real estate sectors. Facilitated by four or five professionals each, these roundtables provided intimate settings for deeper insights and questions. The event's success lies in its dual impact: serving as an educational platform for the next generation and fostering connections between current and emerging professionals. Attendees were guaranteed at least one informational interview, leading to tangible outcomes such as summer internships and full-time positions. The WLI Internship Event is a practical showcase of collaboration, where experienced professionals and emerging talent mutually contribute to each other's growth, shaping the future of the real estate industry.



ULI Orange County/  
Inland Empire

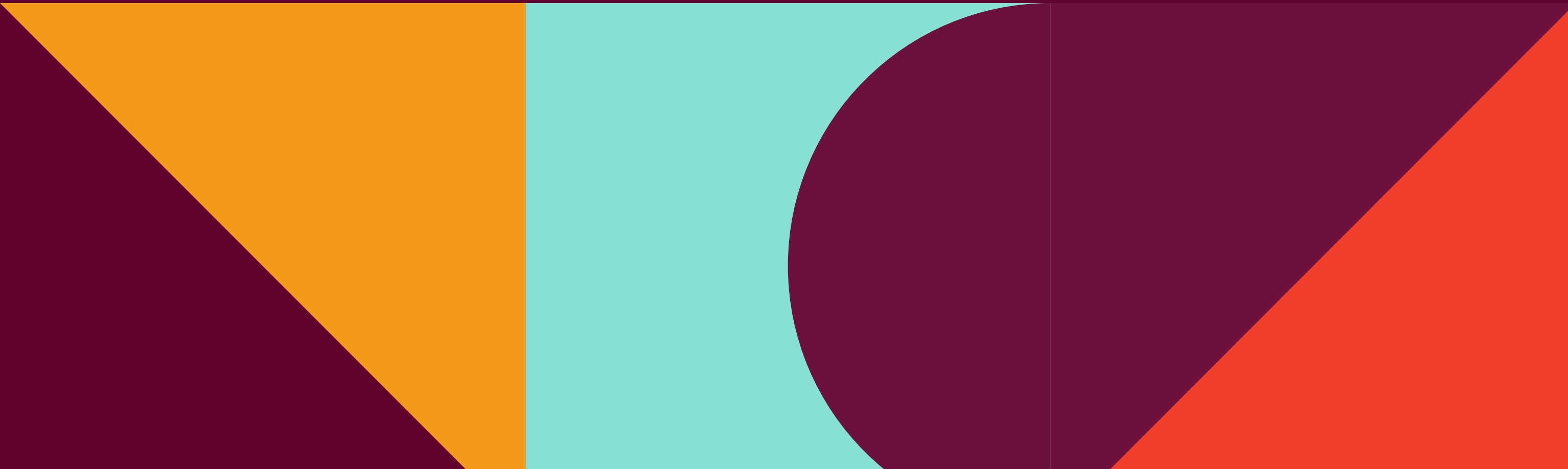
## AN "IN" SIGHT INTO INTERNSHIPS

WOMEN'S LEADERSHIP INITIATIVE - 2023



# AWARD 4

BEST PROGRAM FOR MEMBER COLLABORATION  
AND COMMUNITY IMPACT





## ULI MEXICO

### TRANSIT-ORIENTED COMMUNITIES FORUM

In February 2023, ULI Mexico organized the Transit-Oriented Communities Forum in Monterrey, bringing together government officials, corporate leaders, and public organizations to discuss creating connected and transit-centric cities. Since 2014, Monterrey actively promoted policies encouraging transit-oriented developments (TODs) around subway stations, resulting in the approval of more than 30 projects, with 20 now operational. Community concerns led the new city administration to conduct a comprehensive evaluation, aiming to understand both the positive and negative impacts of TODs. This evaluation will inform proposed amendments to regulations, striving for a more inclusive and community-friendly approach. During the half-day event, experts shared insights from Monterrey and global counterparts, such as Toronto, highlighting innovative mobility initiatives and pedestrian-centric urban developments. The collective commitment of panelists and attendees resonates with a shared vision—transforming Monterrey into a “15-minute city” where essential services are conveniently within reach. This ambitious initiative reflects a dedication to creating a more sustainable and accessible urban environment.





## ULI SAN ANTONIO

### ROSEDALE PARK REDESIGN MARKETING VIDEO

In November 2022, ULI San Antonio partnered with Prosper West, a nonprofit community economic development agency, to perform a technical assistance panel (TAP) to evaluate opportunities to redesign and activate Rosedale Park. The 60-acre park serves San Antonio's Westside, historically a predominantly Hispanic and low-income area of the city. The neighborhood has seen a resurgence of economic and community growth over the last several years, and a coalition of partners is working together to transform the underused park into a celebrated community asset. In 2023, ULI San Antonio was awarded an implementation grant that allowed the production of a marketing video to raise awareness around the redevelopment of the park. The TAP has energized the community around a new vision for the park and the video has helped communicate this vision and build support from funders and the city. Prosper West expects that the redevelopment of Rosedale Park will be a strong contender for the 2027 Municipal Bond package, but for it to be successful, Prosper West needs to mount a funding campaign for a robust and inclusive master plan. The video will be used to promote the project and raise funds for the master plan that will form the basis of the bond project proposal in 2026.



UrbanPlan's  
**GOT  
TALENT**



## ULI ORANGE COUNTY/INLAND EMPIRE

### URBAN PLAN'S GOT TALENT

UrbanPlan's Got Talent, the inaugural fundraising initiative for ULI Orange County/Inland Empire's UrbanPlan program, showcased teams from four leading builders in Orange County as they participated in the UrbanPlan program. Over five weeks, teams engaged in an immersive UrbanPlan program, crafting detailed requests for proposals (RFPs) with guidance from seasoned volunteers. The competition culminated on June 8, 2023, as teams presented their RFPs to a city council panel, including long-time UrbanPlan volunteers and a guest judge, a city council member from a neighboring city. The lively event featured dinner, drinks, networking, and a People's Choice competition that saw teams using creative marketing strategies such as buttons, flyers, and even tequila shots! After presenting their final plans to the city council, the winning team earned a unique Lego trophy and coveted bragging rights. Beyond the excitement, the competition proved instrumental in recruiting more than 20 new UrbanPlan volunteers, fostering awareness of UrbanPlan, and uniting members and nonmembers. UrbanPlan's Got Talent was not only a fun evening of networking and spirited competition but also a successful platform that contributed to the growth and vitality of the UrbanPlan program.



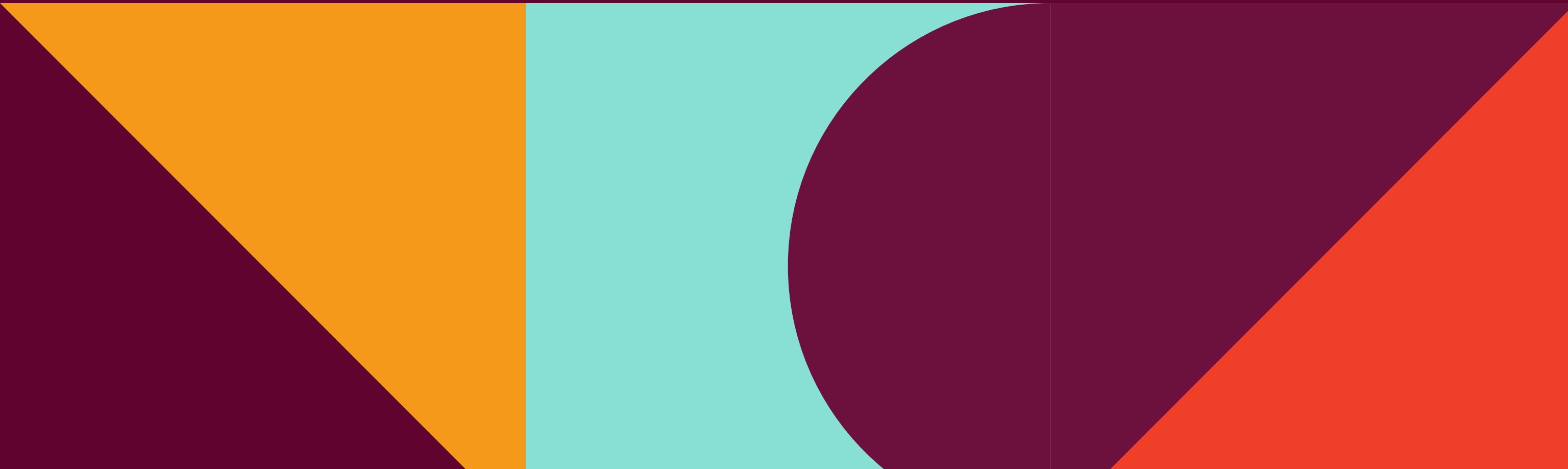
## ULI AUSTIN

### EXPERT CONVENING WITH THE CITY OF AUSTIN'S ECONOMIC DEVELOPMENT DEPARTMENT

In June, ULI Austin, in conjunction with the city of Austin's Economic Development Department (EDD), convened a group of members representing developers and development experts for a conversation about the impacts of city-owned property redevelopment in Austin. The EDD had started an independent, consultant-led review of past city redevelopments and their impacts to help guide priorities of future redevelopments. This review includes both quantitative and qualitative analysis, and has a strong focus on promoting equitable outcomes, establishing strong community benefits standards, and managing neighborhood impacts from nearby investments. The convening provided an opportunity for representatives of the development community to share their perspectives and help influence the redevelopment policies and programs in the future. Questions were provided by the EDD in conjunction with their consultant. The intention of the convening was to incorporate information gathered into the consultant-led analysis and study to help guide priorities of future redevelopments for community success. ULI Austin members appreciated the opportunity to be engaged in the process and provide feedback to the city.

# **AWARD 5**

BEST PROGRAM FOR PROFESSIONAL DEVELOPMENT  
AND MEMBER ENGAGEMENT



# ULI PHILADELPHIA

## URBAN RESILIENCE FORUM

The ULI Philadelphia Resilience Committee partnered with members of the AIA (American Institute of Architects) Philadelphia Design Committee for the inaugural Urban Resilience Forum, a half-day program with three sessions featuring guest speakers presenting case studies, moderated conversations, and audience Q&A. About 70 attendees heard from three distinct panels on urban resilience efforts at the parcel, neighborhood, and regional level. The first panel presented a case study on green stormwater infrastructure as a means of not just infiltrating storm water, but also improving environmental justice and providing more green spaces for communities. In the second discussion, panelists explored the business case for investing in and financing resilient upgrades and retrofits to existing assets. The third panel was a discussion on how to engage multiple stakeholders to design and build a more resilient regional transportation system. Overall, the program had a strong diversity, equity, and inclusion component in the conversation and in panelist representation, highlighting diverse perspectives. Attendees shared positive feedback for the program and encouragement for more collaboration between the two organizations, leveraging the strengths of each organization's membership to offer an elevated conversation for all attendees. Continuing education units were also offered for AIA Learning Units (Health, Safety, and Welfare), Landscape Architecture Continuing Education System (Health, Safety, and Welfare), and American Institute of Certified Planners. Due to the success of this inaugural event, ULI and AIA are planning to collaborate again for the fiscal year 2025.



# ULI CLEVELAND

## INTERNATIONAL WOMEN'S DAY SUMMIT

Bringing together leaders from across Northeast Ohio, the ULI Cleveland Women's Day Summit delivered programming and professional development designed to connect ULI members and students with best and next practices for equity in leadership and land use. The summit began with the Advance Your Career Lunch, specifically designed for students and young professionals, in which a panel of women discussed their career paths within real estate. In addition, students and young professionals were seated with senior professionals within real estate who served as table moderators. Following the lunch, the program opened up to all ULI members and nonmembers in a conference-style format. Participants were invited to engage in small breakout conversations with various real estate organizations focusing on topics such as preserving historic real estate and real estate finance. They also had an opportunity to receive complimentary headshots. Following this, participants heard from keynote speaker Erica Merritt, MA, CDP, BCC, founder, and principal consultant of Equius Group, who led a discussion on exploring imposter syndrome and strategies to combat it, along with supporting participants to tap into their own authentic approaches to leadership. In Women in Action: Stories from the Frontline, participants heard from a panel of women who talked about how they worked together to create a successful development. The program wrapped up by honoring a long-time ULI Cleveland female member, followed by a networking happy hour. This program was sold out and will be hosted every other year.





## ULI MICHIGAN

### WLI BUILD-UP BREAKFAST CLUBS

The ULI Michigan WLI chapter launched the BUILD UP Breakfast Clubs: Empowering Women in Real Estate to Build Better Communities Together. This initiative was designed to connect women around the state and make space for conversation and connection. BUILD UP Breakfast Clubs bring together small groups of women and give them an opportunity to build lasting relationships, engage meaningfully with women working in their field, and build strong networks within their region. Each regional breakfast club is captained by a local WLI champion who arranges the location and time for their breakfast club to meet. The program has been launched in seven locations throughout the state of Michigan, scheduled to meet individually four to six times per year. Locations include Ann Arbor, Detroit, Grand Rapids, Bay City, Lansing, Marquette, and Kalamazoo. In advance of each meet-up, ULI Michigan provides virtual content to be viewed and discussed, and provides the opportunity for a live stream, interactive keynote event. Content is guided by WLI members. It varies from speakers to panels and focuses on issues that are important to women in real estate. After the group broadcasts the speaker or panel, participants engage in an in-depth conversation. Breakfast Clubs are limited to about 15 women to ensure more genuine connections among the group.



## ULI DALLAS-FORT WORTH

### FALLBALL PICKLEBALL SHOWDOWN FOR SCHOLARSHIPS

The FallBall Pickleball Showdown for Scholarships was a dynamic event dedicated to raising scholarship funds in support of the Building Industry Leaders (BIL) program and expansion. This initiative, in partnership with the Boys and Girls Club, introduces high school students to exciting career opportunities in commercial real estate. The yearlong BIL program guides students through a hands-on development project proposal, with the winning team receiving up to \$10,000 in college scholarships and individual students receiving scholarships as well. FallBall was championed by the Young Leaders, providing networking opportunities while demonstrating ULI Dallas-Fort Worth's unwavering commitment to nurturing the next generation of industry leaders. The sold-out FallBall Pickleball Showdown was an action-packed evening of friendly competition and enjoyable activities. Sixteen teams competed on five courts, vying for fantastic prizes. The event raised \$15,000 for scholarships, and sponsorships covered all the costs of the event. This new signature event will replace the Marketplace program and has proved a fantastic opportunity to recruit new members.





**DISTRICT COUNCIL STAFF SUMMIT**