2020 Year in Review

DECEMBER, 2020
Year in Review
**ULI Mission**
To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

**ULI Los Angeles Mission**
To be the preeminent regional real estate organization providing inclusive and trusted leadership influencing public policy and practice.

**Five Pillars**

- **Convene**
  Bring together conversations to learn, collaborate and improve communities.

- **Engage**
  Facilitate increased engagement among cross-disciplinary stakeholders.

- **Include**
  Embrace diversity inclusion policies and practices to broaden perspectives.

- **Grow**
  Invest in current and future industry leaders throughout all stages of their careers.

- **Share**
  Share knowledge to increase awareness and understanding of critical land use issues.

**Key Priorities**

- **Housing/Homelessness**
  Impact land use and public policy to implement solutions to the homelessness and housing crisis in the Los Angeles Region.

- **Mobility**
  Improve mobility impacts on our region and cities.

- **Building Healthy Places**
  Engage the real estate land use and health-related communities to enhance the livability and sustainability of our communities.

- **Diversity and Inclusion**
  Promote diversity that increases inclusivity across all events, committees, and councils.
A Few 2020 Metrics...

- 50 programs
- 4,744 event registrants
- 1,857 District Council members
- 18 active Committees and Councils with over 230 committee members
  - Over 60 Committee meetings since March
- 600+ participants in professional development programming
- 75% of FY21 sponsorship campaign goal met
- Daily staff meetings since March
Diversity Advancement Highlights

- Introduced AB Scholarship
- USC Ross Minority Program Partnership
- Special Programs:
  - DEI in the Built Environment
  - State of the City 3.0
    - Topic: Land use policies that have divided Los Angeles
  - Rediscovering Paul R. Williams
    - Engagement of regional diversity real estate orgs
Collaborations

• Internal committee collaborations

• External collaborations with:
  • USGBC
  • Project Destined
    • City of Los Angeles
    • LACCD
  • CCA
  • LAUSD
  • AIA|LA, USC Architecture, SoCal NOMA, Getty Research Institute
Council Events

- **CAPITAL MARKETS**
  - Capital Markets Breakfast

- **HOUSING COUNCIL**
  - *What is Affordable Housing* presentation X2

- **LAND USE LEADERSHIP COUNCIL (LULC)**
  - Homelessness Summit

- **LEADERSHIP COUNCIL**
  - Annual Professional Development Series
    - Virtual program: *The Storm Makes You Stronger* with Jeremy Hunter
Committee Events & Accomplishments

- **Programs Committee**
  - Long Beach Regional Spotlight
  - Al Fresco Dining During and Beyond covid-19
  - Urban Micro-Living
  - Water’s Edge
  - The Row
  - Meet and Greet with Marie Rumsey (CCA)
  - Post-COVID Office Building Market

- **Special Programs**
  - State of the City (SOTC) three-part series
  - Rediscovering Paul R. Williams
Committee Events & Accomplishments

Over 60 Committee meetings, involving over 250 committee members.

- **BHP**
  - Partners for Health – City of Bell
  - 10 Minute Walk
  - USGBC collaboration

- **TAP**
  - New Horizons
  - Fox Hills Culver City

- **UrbanPlan**
  - Virtually trained volunteers, participated in virtual nationwide UrbanPlan programs
Committee Events & Accomplishments

- **Diversity Committee**
  - DEI in the Built Environment
- **WLI**
  - Gender Equity Panel two-part series
- **YLG**
  - Introduced *Evening With* series
- **Urban Marketplace**
  - 20th Anniversary Series
- **Mobility**
  - Launched new committee
- **Innovation**
  - Innovations in Construction Panel
  - Amenity Innovation for a Healthy Future
- **NEXT**
  - Launching ULI-LA NEXT
Committee Events & Accomplishments

- **Membership**
  - 3 New Member Social events

- **Sponsorship**
  - Engaged with new sponsorship committee, currently at 75% of target FY21 goal

- **Communications**
  - Articles in *Metropolis* and *UrbanLand* for Urban Marketplace and Paul Williams events

- **Advisory Board**
  - AB Connect – Over 40 pairings with 15 AB members
  - LAUSD
  - AB Scholarship