**ULI MISSION**
Shape the future of the built environment for transformative impact in communities worldwide

**INSPIRE / CONNECT / LEAD**

**ULI LOS ANGELES MISSION**
To be the preeminent regional real estate organization providing inclusive and trusted leadership influencing public policy and practice.

<table>
<thead>
<tr>
<th>FIVE PILLARS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVENE</td>
<td>Bring together conversations to learn, collaborate and improve communities.</td>
</tr>
<tr>
<td>ENGAGE</td>
<td>Facilitate increased engagement among cross-disciplinary stakeholders.</td>
</tr>
<tr>
<td>INCLUDE</td>
<td>Embrace diversity inclusion policies and practices to broaden perspectives.</td>
</tr>
<tr>
<td>GROW</td>
<td>Invest in current and future industry leaders throughout all stages of their careers.</td>
</tr>
<tr>
<td>SHARE</td>
<td>Share knowledge to increase awareness and understanding of critical land use issues.</td>
</tr>
</tbody>
</table>

**KEY PRIORITIES**

<table>
<thead>
<tr>
<th>HOUSING/ HOMELESSNESS</th>
<th>MOBILITY</th>
<th>BUILDING HEALTHY PLACES</th>
<th>DIVERSITY AND INCLUSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact land use and public policy to implement solutions to the homelessness and housing crisis in the Los Angeles Region.</td>
<td>Improve mobility impacts on our region and cities.</td>
<td>Engage the real estate land use and health-related communities to enhance the livability and sustainability of our communities.</td>
<td>Promote diversity that increases inclusivity across all events, committees, and councils.</td>
</tr>
</tbody>
</table>
COMMITTEES, COUNCILS AND EVENTS AT A GLANCE

GOVERNANCE
- Governance Committee
- Management Committee
- Advisory Board
- Committee and Council Chairs
- ULI LA Staff

COMMITTEES
- Building Healthy Places
- Communications
- Diversity
- Innovation
- Membership
- Mission Advancement
- Mobility
- Programs
- Urban Marketplace
- UrbanPlan
- Sponsorship
- Technical Advisory Panels
- Women’s Leadership Initiative
- Young Leaders Group

COUNCILS
- Capital Markets Initiative Council
- Housing Product Council
- Land Use Leadership Council
- Leadership Initiative Council

ONGOING ACTIVITIES

Signature Events
- Innovation & Mobility
- Urban Marketplace
- Urban Plan
- Emerging Trends

Programs
- StimULI Breakfasts
- Case Studies & Tours
- Luminaries
- Meet & Greets

Mentorship Programs
- YLG – Partnership Forum
- Diversity – Emerging Leaders
- WLI – GROW Program
- WLI – Internship

Young Leaders
- Learn from the Best Supper Series
- Art of Development
- Shark Tank
- Socials

Committee & Council Meetings
- Technical Assistant Panels
- Member Engagement
- New Member Socials
- Diversity Mixers
- WLI - Shaping Spaces Series
- Sponsorship
- Communications & Public Relations

ANNUAL REPORTS AND DELIVERABLES
- TAP & Panel Reports
- Biannual Report
- Homelessness Initiative

METRICS FOR SUCCESS

<table>
<thead>
<tr>
<th></th>
<th>Quarterly</th>
<th>End-of-Year Comparison</th>
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</thead>
<tbody>
<tr>
<td>District Council Financials</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Registrations</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Council Dues</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Annual Sponsors</td>
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<td>✓</td>
</tr>
<tr>
<td>Event Sponsorship</td>
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<td>✓</td>
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<tr>
<td>Membership</td>
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<td>✓</td>
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<tr>
<td>Renew vs. New</td>
<td>MONTHLY</td>
<td>✓</td>
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<tr>
<td>Programming</td>
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<td>✓</td>
</tr>
<tr>
<td># Event Registrations, Financials</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Diversity</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Committee events, baseline metrics</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Evaluation with Advisory Board</td>
<td>SELECTED</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>EVERY 6 MONTHS</td>
<td>✓</td>
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</tbody>
</table>

TO FIND OUT MORE VISIT: ULI.ORG AND LA.ULI.ORG