

WELCOME



Marty Borko
Executive Director
ULI Los Angeles

Dear ULI Los Angeles members and supporters,

We are excited to share with you our 2020/2021 new Annual Report. We will now be creating our ULI Los Angeles Annual Report every two years to better coincide with the tenure of our new Chairs. From now on we will also be sharing the Annual Report with you digitally.

These last two years have been both exciting and challenging for us. You might remember that we started out 2020 with our very successful Homelessness Summit. It was the last in person event we held for over two years. While we pivoted to all virtual programs, events and Committee and Council meetings for the remainder of 2020 and almost all of 2021 we were non the less able to keep the level and quality of our programming engaging and relevant to both our members and our larger community. We were able to do that because of the great support and leadership of the Management Committee, Advisory Board and all of you that participated in our Committees and Councils.

We look forward to the coming year and continuing to be an important voice in the leadership of our community. Because of your support of the District Council our future is bright. We continue to tackle the issues that will make our Cities better and are now carefully planning the return to limited in person programming.

Please enjoy looking thru our 2020/2021 accomplishments and staying engaged with ULI and our Los Angeles District Council

With great admiration.



Marty Borko
Executive Director, ULI Los Angeles



ULI-LA staff (from left to right) Sophie Craypo, Cyrice Griffith, Marty Borko, Lisa Davis.

INTRODUCTION

MESSAGE FROM OUTGOING DISTRICT COUNCIL CHAIR



Kev Zoryan
Outgoing Chair

What a couple of years it's been. I hope this note finds everyone safe and healthy. In my welcome letter in 2019, I wrote about how fast the way we each interact with real estate is changing. Little did we know the extent of the pivot that would be thrust upon us. We reflect on how our real estate industry faced challenges it never faced during our careers. From safely operating properties and construction sites through regulatory restrictions, while keeping our teams, tenants, and guests safe, the most complicated aspect we had to navigate was the human element that weaved through it all.

Thank you to the members of the ULI LA District Council for supporting one another through this unprecedented and complex journey. Our last in-person program, before Covid sent us into a virtual state, was our Homelessness Convening in downtown LA on March 6, 2020. I recall sitting in that room thinking about the looming risks that we faced with this emerging health crisis. A week later, we vacated our offices for what most of us thought would be a two-week quarantine at home. Very quickly, we relegated our activities to a computer screen, doing the best we could to maintain connectivity, share experiences, support one another, and forge ahead...all while working to stay safe.

The mission of ULI is to: Shape the future of the built environment for transformative impact in communities worldwide. The need for such leadership in our communities is now more important than ever before as we navigate a pandemic shaped world. We are further challenged, and have made a commitment to helping bring change to our communities, and our industry, in the areas of diversity, equity, and inclusion.

A couple years ago, we had just adopted our new ULI LA Strategic Plan. With that, we began to reshape the ULI LA District Council to continue to address the changing landscape around us. The issues facing land planning, social justice, affordable housing, homelessness, healthy places, mobility, innovation, capital, and sustainable growth were our priorities, yet with a key goal of bringing new and diverse voices to our teams. We sought to cross-collaborate with our industry peers, bringing a broad set of perspectives to these conversations. With 17 committees tasked with thought leadership in these areas, our volunteer leaders found ways to stay relevant with our membership. Our Urban Marketplace 2020 committee transformed our 20th anniversary signature event into a five-part virtual series with thought provoking discussions and calls to action in our underserved communities. We had our inaugural Urban Plan for Public Officials, we hosted several technology embracing case studies that brought projects we couldn't see in person to life, and we took ULI's TAP process into the virtual world. We sought thought provoking and informative discussions with our State of the City Series panels that evolved through the pandemic with member driven ideas that offered solutions to the issues that we face as an industry and a community. Through it all, our ULI LA members held to our key pillars to Convene, Engage, Include, Grow and Share.

We also embraced the goal of bringing new voices and ideas into our leadership. We established the ULI LA Advisory Board Scholarship and welcomed our first cohort of 14 scholarship recipients into our membership. Our goal is to make the ULI LA AB Scholarship Program an ongoing commitment. Our mentorship and council initiatives continued to engage our members at all stages of their careers, sharing our collective best ideas that help make our communities better.

It was an honor working alongside our ULI team, Marty Borko, Cyrice Griffith, April Sandifer, Lisa Davis, Sophie Craypo, Michael Parada, Gabriel Barrett-Jackson, and Josh Smith, as well as our Advisory Board and committee chairs and leaders, all of whom stepped up to provide thoughtful timely leadership.

I want to congratulate our incoming Chair, Allison Lynch, who has seamlessly taken on the leadership of ULI LA. Allison has been our Chair for Mission Advancement, and has held many other leadership roles within ULI LA and the Urban Land Institute. Her commitment to ULI, its missions, and its membership is inspiring. We are excited to see her lead this organization through the days ahead. Please join me in welcoming Allison.

Finally, I want to leave you with the thought that exemplified every aspect of ULI LA in the last two years – the Human Element. What started as a small discussion seeking to bring our daily challenges to the forefront of our leadership conversations, turned into what is the true mission of ULI...open discussions about how to be better authentic leaders while we serve the mission of ULI to convene, inspire, and lead as we make our communities a better place for all.

Thank you for your commitment to ULI LA, I am truly grateful.

A stylized, handwritten signature in black ink.

Kev Zoryan
Outgoing Chair, ULI Los Angeles



INTRODUCTION

MESSAGE FROM INCOMING DISTRICT COUNCIL CHAIR



Allison Lynch
Incoming Chair

Dear ULI Los Angeles Members,

As I begin my tenure as ULI Los Angeles Chair, my hope is that the ULI Mission will serve as our call to action. Challenges can bring opportunities for change, renewal, a restart, and new perspectives. This Annual Report looks back at our successes of the past two years and plans our path forward.

We know that the pandemic and other world events have emphasized the inequities in our communities. In this regard, ULI has an opportunity to elevate our impact in line with our Global Mission to Shape the future of the built environment for transformative impact in communities worldwide. ULI Los Angeles leaders are committed to amplifying the views and experiences of our diverse membership and will ensure we establish a framework for a more diverse and inclusive membership, including leadership roles in ULI and across our real estate industry. A focus on Mission impact will be through Technical Assistance Plans, Urban Plan, Building Healthy Places, and Urban Marketplace.

The value of ULI membership remains in part the connections that are made by attending events, networking, and through our in-person meetings and programs. We will work to ensure that we do not lose this important sense of connection.

ULI Los Angeles is uniquely positioned to Convene, Engage, Include, Grow and Share as members who drive impact in the Los Angeles community. I look forward to working together with you all.

A handwritten signature in black ink that reads "Allison M. Lynch".

Allison M. Lynch, CRX
Incoming Chair, ULI Los Angeles
President
Watt Properties



INTRODUCTION

ULI LOS ANGELES STRATEGIC PLAN 2019-2024

INSPIRE / CONNECT / LEAD

ULI MISSION

Shape the future of the built environment for transformative impact in 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

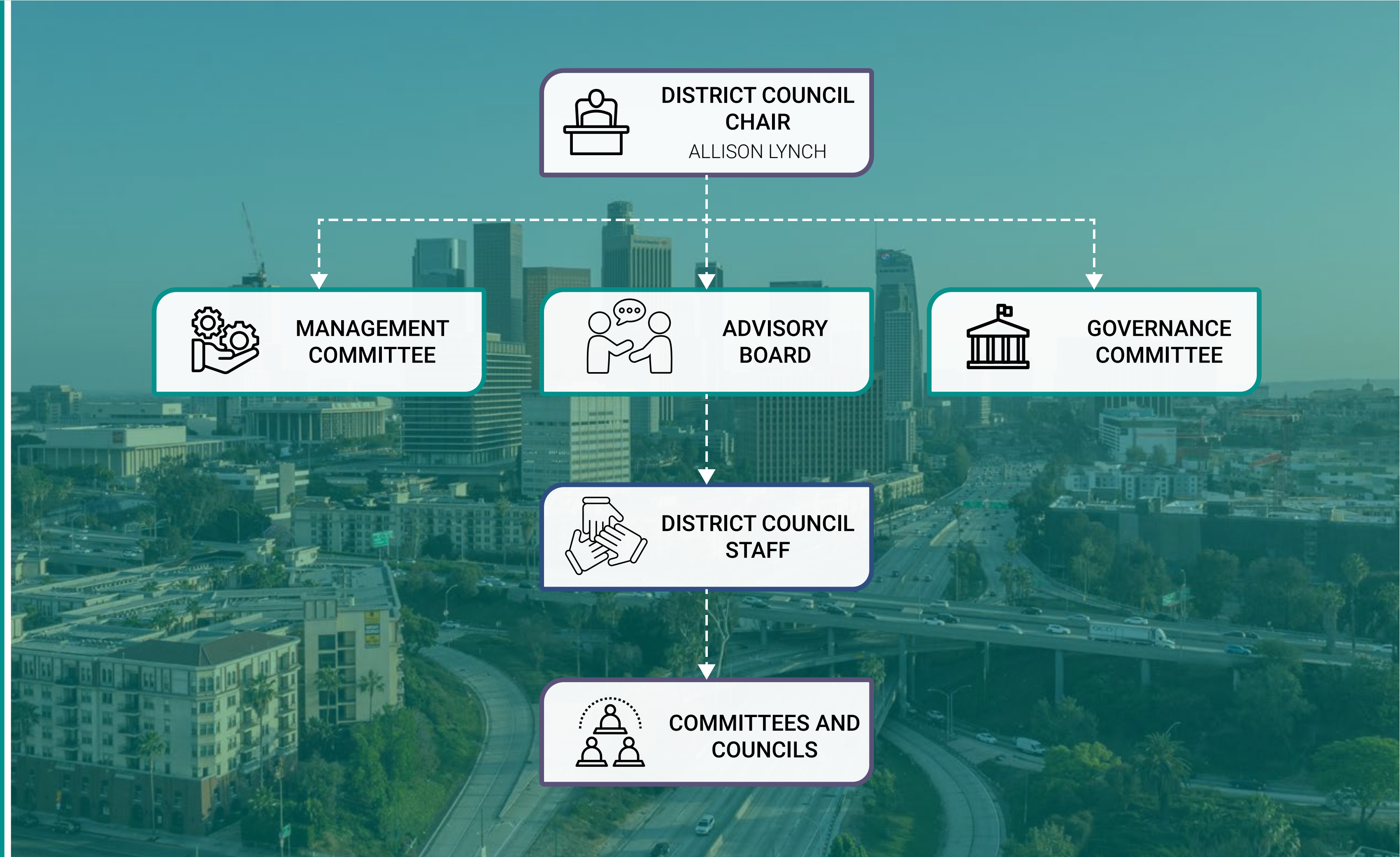
Engage the real estate land use and health-related communities to enhance the livability and sustainability of our communities.

DIVERSITY AND INCLUSION

Promote diversity that increases inclusivity across all events, committees, and councils.

WHO WE ARE

The mission of ULI Los Angeles is to be the preeminent regional real estate organization providing inclusive and trusted leadership influencing public policy and practice.



The Urban Land Institute **mission is to shape the future of the built environment for transformative impact in communities**. The ULI Los Angeles District Council, with over over 1,800 members, is the preeminent regional real estate organization providing inclusive and trusted leadership influencing public policy and practice.

ULI's five strategic pillars are to Convene, Engage, Include, Grow, and Share through the key priorities of Housing/Homelessness, Mobility, Building Healthy Places, and Diversity/Equity/Inclusion.

WHO WE ARE

COMMITTEES

BUILDING HEALTHY PLACES (BHP)

Shapes and promotes projects that strive to improve the health of the people and places in our communities.

COMMUNICATIONS

Captures the accomplishments of events and committee work to share with the broader Los Angeles and ULI communities.

DIVERSITY, EXCELLENCE, AND INSIGHTS (DEI²)

Increase and engage members from diverse backgrounds & interests with member-driven relevant content that provides novel perspectives and real-world impacts.

MEMBERSHIP

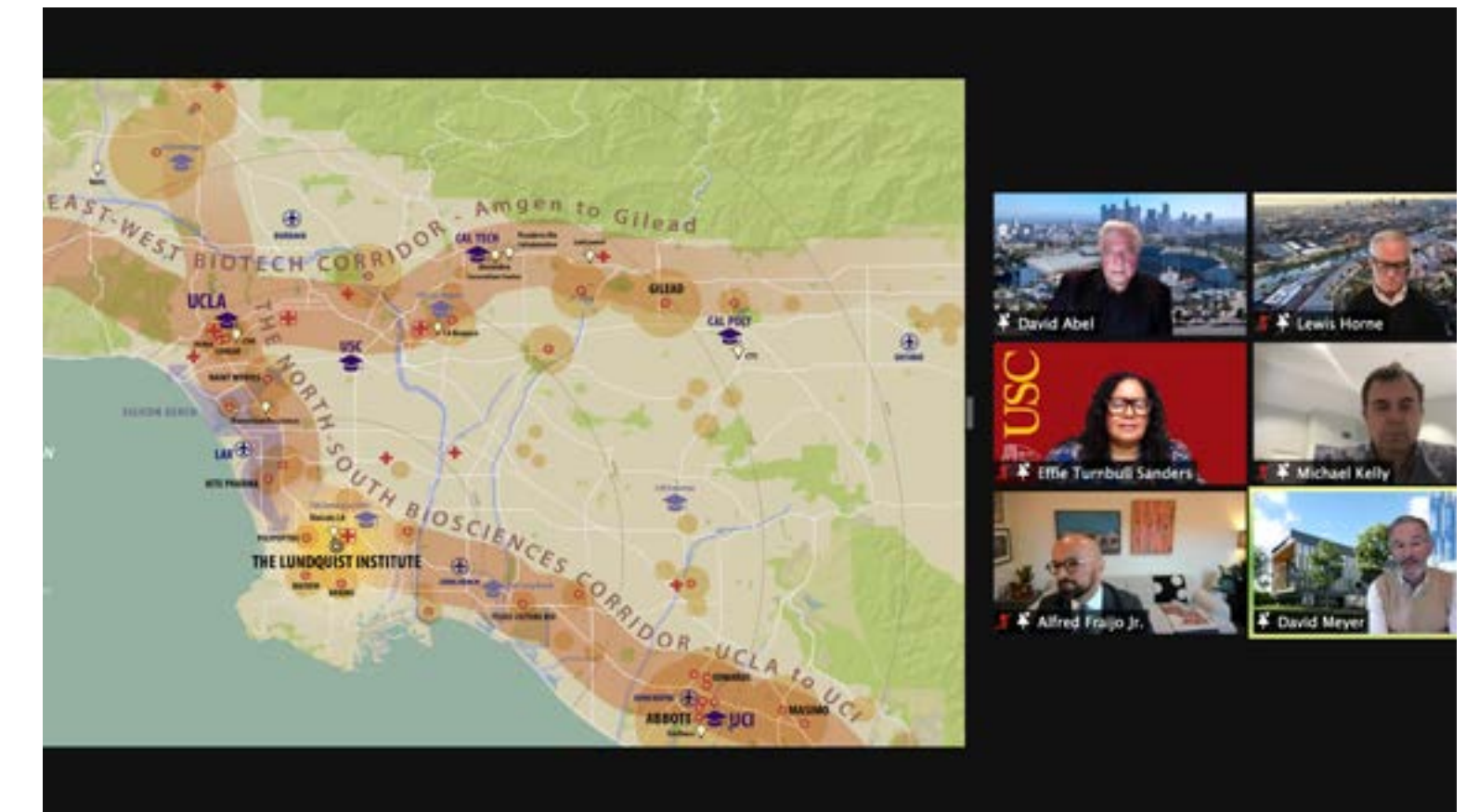
Recruits, welcomes and engages new members.

MOBILITY

Explores programs and events that further our District Council's position as thought leaders in this important aspect of City Building with an emphasis on education, convening and policy recommendations.

PROGRAMS

Helps create and champion programs that support the ULI Mission and facilitate thought leadership.



WHO WE ARE

COMMITTEES

SPONSORSHIP

The Sponsorship Committee works closely with ULI staff and leadership and is responsible for the strategy and implementation of the District Council's Annual and Event sponsorship campaigns.

TECHNICAL ASSISTANCE PANEL (TAP)

Provides expertise and support to nonprofit and public entities.

URBAN MARKETPLACE

Promotes the best practices of city building with leaders at the forefront of revitalizing the diverse communities that make up our region.

URBANPLAN

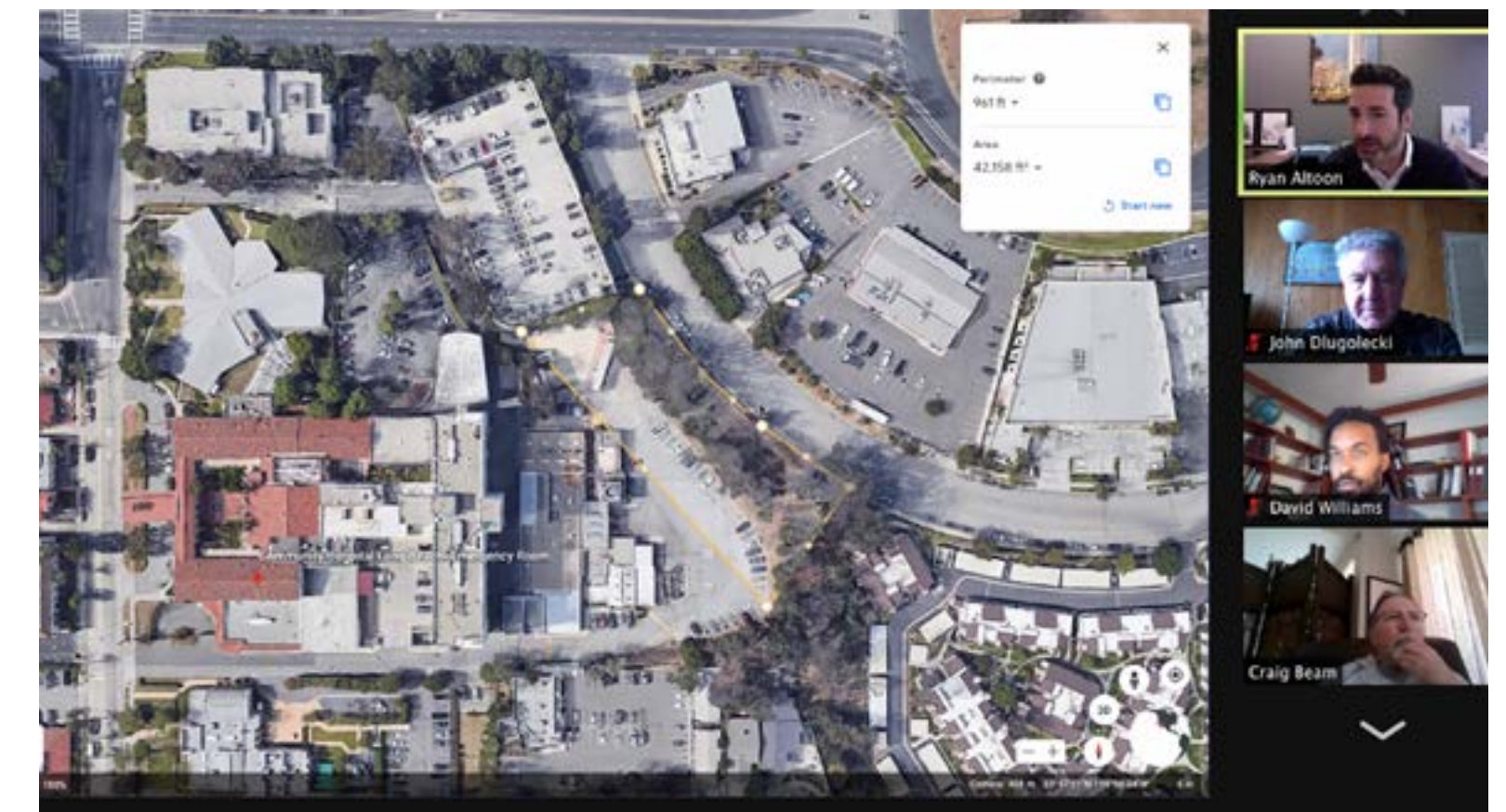
Arranges highly engaging and immersive experiential learning workshops for both high-school juniors and seniors and elected and public sector employees to explore the complex considerations and tradeoffs involved in land-use decision-making.

WOMEN'S LEADERSHIP INITIATIVE (WLI)

Raises the visibility and participation of women leaders in ULI and the Los Angeles real estate industry.

YOUNG LEADERS GROUP (YLG)

Fosters an understanding and connection between our Young Leaders and the District Council supporting the ULI mission..



WHO WE ARE

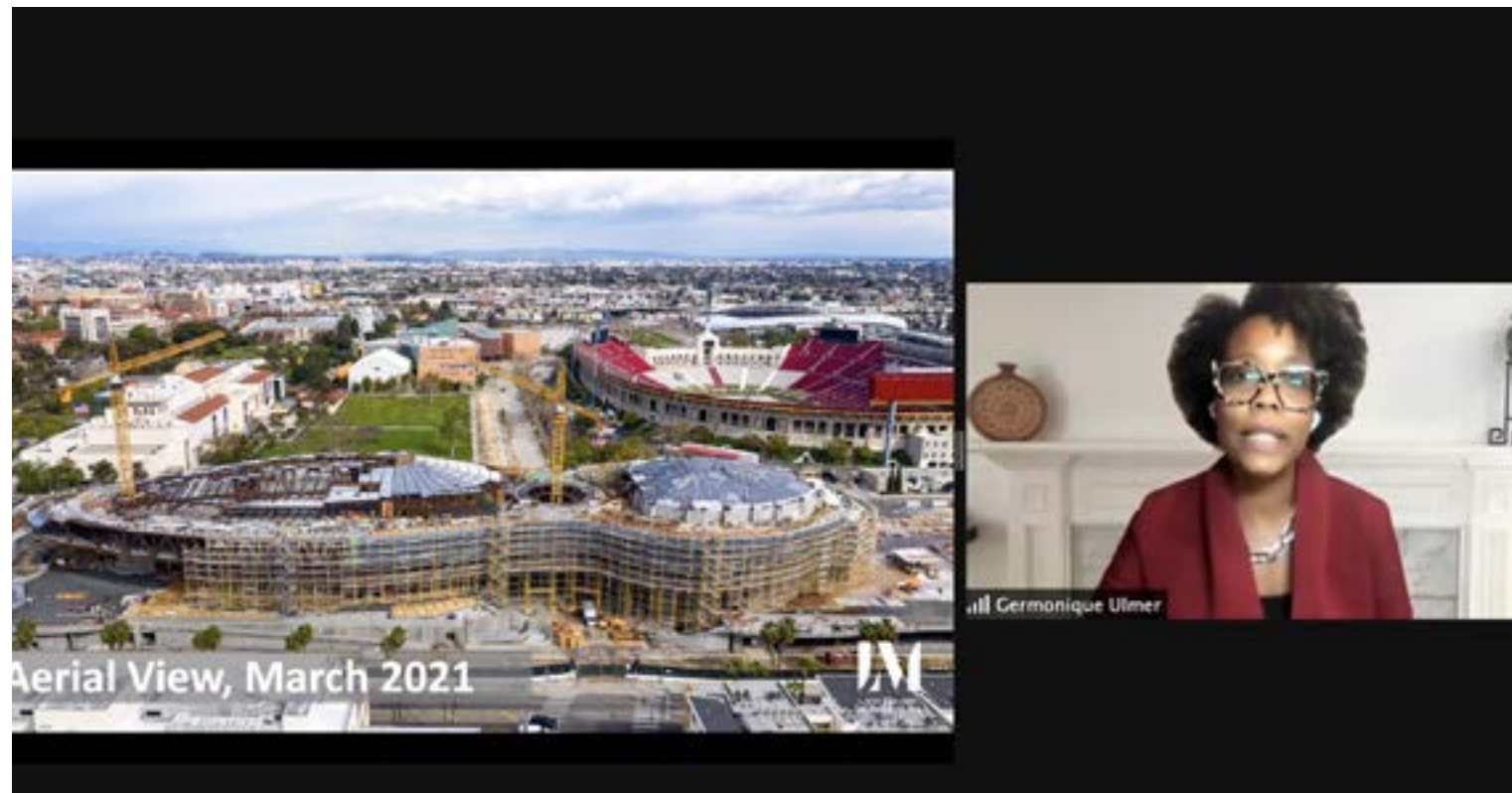
COUNCILS

CAPITAL MARKETS

Convenes to discuss market trends and forecasts and presents the annual Emerging Trends event.

HOUSING

Educates and informs housing industry leaders by developing and sharing solutions addressing the housing challenges facing the region.



INNOVATION

Committee Explores the future of the built environment, promoting innovation in shaping our City.

LAND USE LEADERSHIP

The Land Use Leadership Council is made up of key senior leaders in ULI Los Angeles. They help set our strategic direction and priorities. Land Use Leadership is taking the lead on the District Council's program focused on Homelessness.

LEADERSHIP

The goal of the Leadership Council is to create an environment for engaged sharing and learning to elevate each member's leadership effectiveness in his or her business, community, and personal life.



WHAT WE DID

**106 PROGRAMS
AND EVENTS**

**18 ACTIVE
COMMITTEES AND
COUNCILS FOR
FY 2021**



ULI
Los Angeles
YLG PRESENTS:
ART OF DEVELOPMENT
What's New & What's Next in Multifamily

Tuesday, March 23, 2021
6:00 PM - 7:30 PM PT
Via Zoom | Register at la.uli.org/events



ULI
Los Angeles
VIRTUAL CASE STUDY & SITE TOUR
Bradley Plaza Green Alley:
Transforming Alleys into Community Space

Tuesday, July 20, 2021 | 12:00 PM - 1:00 PM PT | Via Zoom
Register at la.uli.org/events



StimULI Panel:
Bringing the LA River Back to Life

Join us for a discussion on the LA River Master Plan

Wednesday, April 21, 2021
12:00 PM - 1:00 PM PT
Via Zoom | Register at la.uli.org/events

ULI
Los Angeles



Urban Land Institute
Los Angeles

Diversity Mixer
in partnership with

USC Lusk
Ross Minority Program in Real Estate

Tuesday
November 10,
2020
6:00 PM - 7:30 PM PST
Via Zoom



MEET & GREET:
Los Angeles City Councilmember
Kevin de León

WEDNESDAY, MARCH 3RD 2021
7:30 AM - 9:00 AM PST
Via Zoom | register at
la.uli.org/events

ULI
Los Angeles



ULI Los Angeles Housing Council Presents

NEVER LET A CRISIS GO TO WASTE:
TAKING DEVELOPMENT SERVICES DIGITAL
How San Diego did it - And What Other Cities are Doing to Get There

Wednesday, January 6, 2021
8:00 AM - 9:30 AM PST Via Zoom
Register at la.uli.org/events

WHAT WE DID

KEY EVENTS 2021

State of the City Series (SOTC)

The ULI-LA “State of the City” series convenes key leaders in Policy, Education, Design, Planning, Development, and City Building together to share their insights about designing the future of our city, Los Angeles.

Capital Markets Emerging Trends

The Capital Markets Council presented Emerging Trends: Leaving California, an economic forecast. PwC’s Brian Ness presented on the Emerging Trends 2021 Report findings and following the presentation, a panel discussed and debated on the recent ‘Out-Migration’ of California residents due to the state’s continued high cost of living, work-from-home measures as a result of the pandemic, and acceleration in technology.

Fireside Chat with Victor Coleman and Kev Zoryan

ULI-LA Chair Kev Zoryan in conversation with Hudson Pacific Properties CEO & Chairman Victor Coleman



UrbanPlan

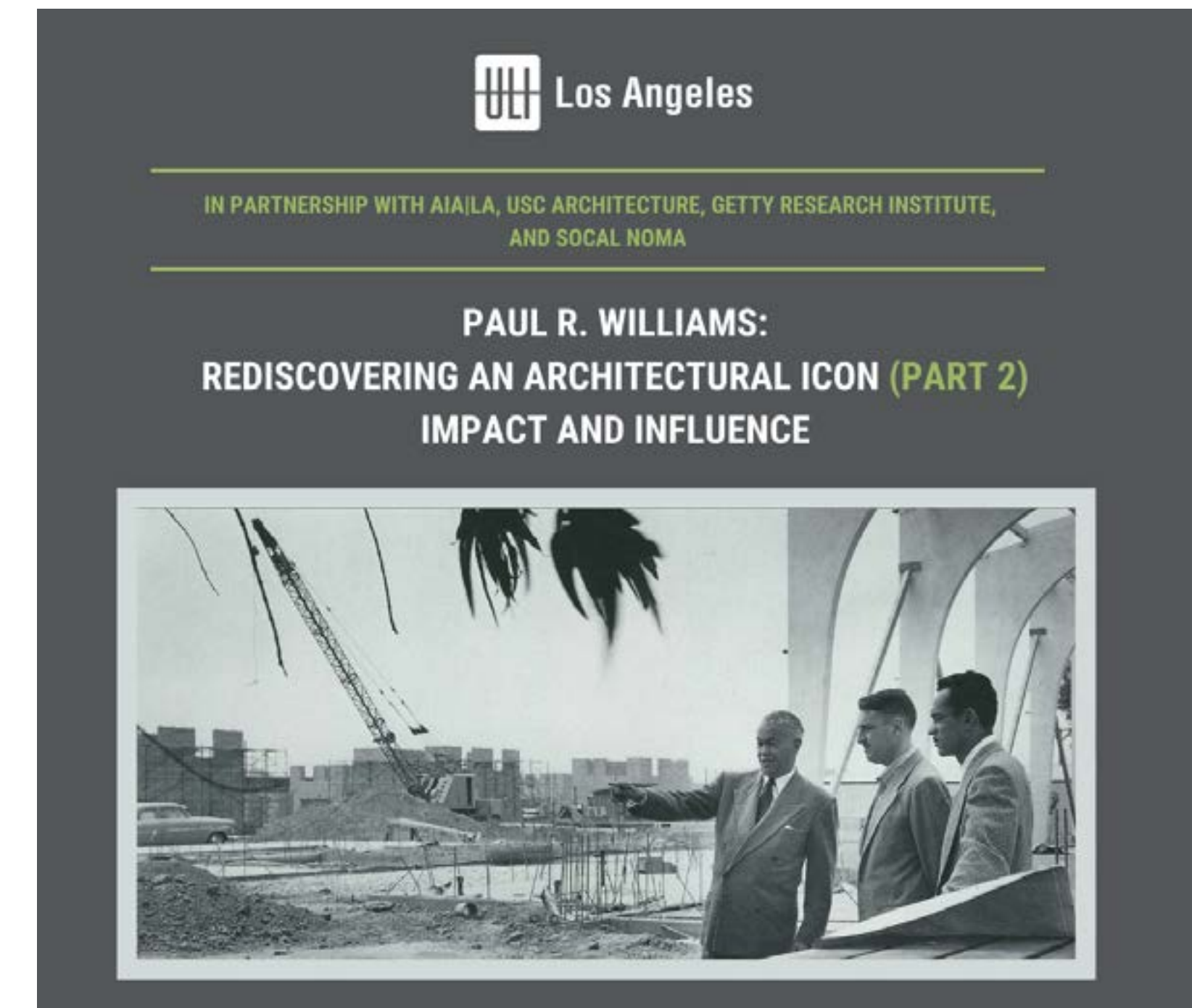
In April of FY21, UrbanPlan launched the **UrbanPlan Workshop for Public Officials** for the first time in Los Angeles. The immersive 1-day workshop helps officials build their toolkit for understanding how public/private partnerships can positively impact city-led projects. In May 2021, the high school iteration of the program returned to Alliance Smidt Tech High School to present a multi-week **classroom virtual UrbanPlan** unit to juniors and seniors.

**UrbanPlan Los Angeles was also honored as a Finalist for Best DEI Program or Initiative supporting ULI Values of Inclusion during the Uli District Councils Showcase of Excellence.



Paul R. Williams - Rediscovering an Architectural Icon (Part 1 & Part 2)

ULI-LA presented a 2-part series – in November 2020 and February 2021 - spotlighting the vast impact of the late prolific African American architect Paul Revere Williams. The first black member of the American Institute of Architects (AIA). ULI-LA collaborated with AIA Los Angeles, the USC School of Architecture, The Getty Research Institute, and SoCal National Organization of Minority Architects (NOMA) to share details of the archive and its historic acquisition by the US Architecture and The Getty Research Institute.



WHAT WE DID

KEY EVENTS 2021

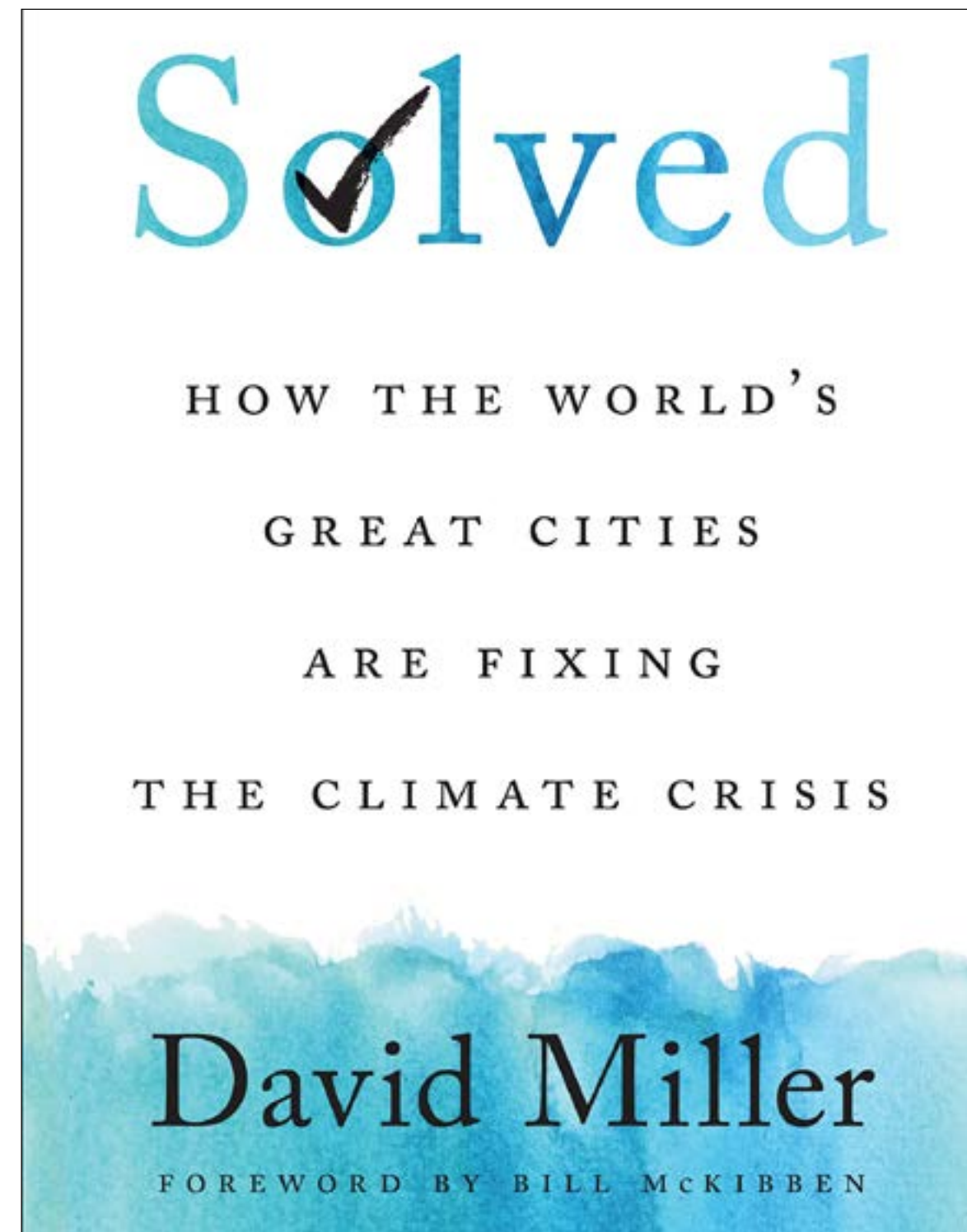
Urban Marketplace

Urban Marketplace 2020 marked the 20th anniversary of this signature annual event. The series – held across 5 consecutive weeks - featured five sessions engaging national and local changemakers to discuss practical solutions to catalyze economic growth and advance equity in urban housing, capital, development, transportation, and health.



SOLVED - How the World's Greatest Cities are Fixing the Climate Crisis

A joint presentation by ULI Toronto and ULI- Los Angeles featuring content related to the former Toronto Mayor David Miller's book: Solved: How the World's Great Cities are Fixing the Climate Crisis. A book contributing to the case for local governments to be at the forefront of the global climate crisis challenge, and indeed showcases how so many cities already are.



Homelessness Summit

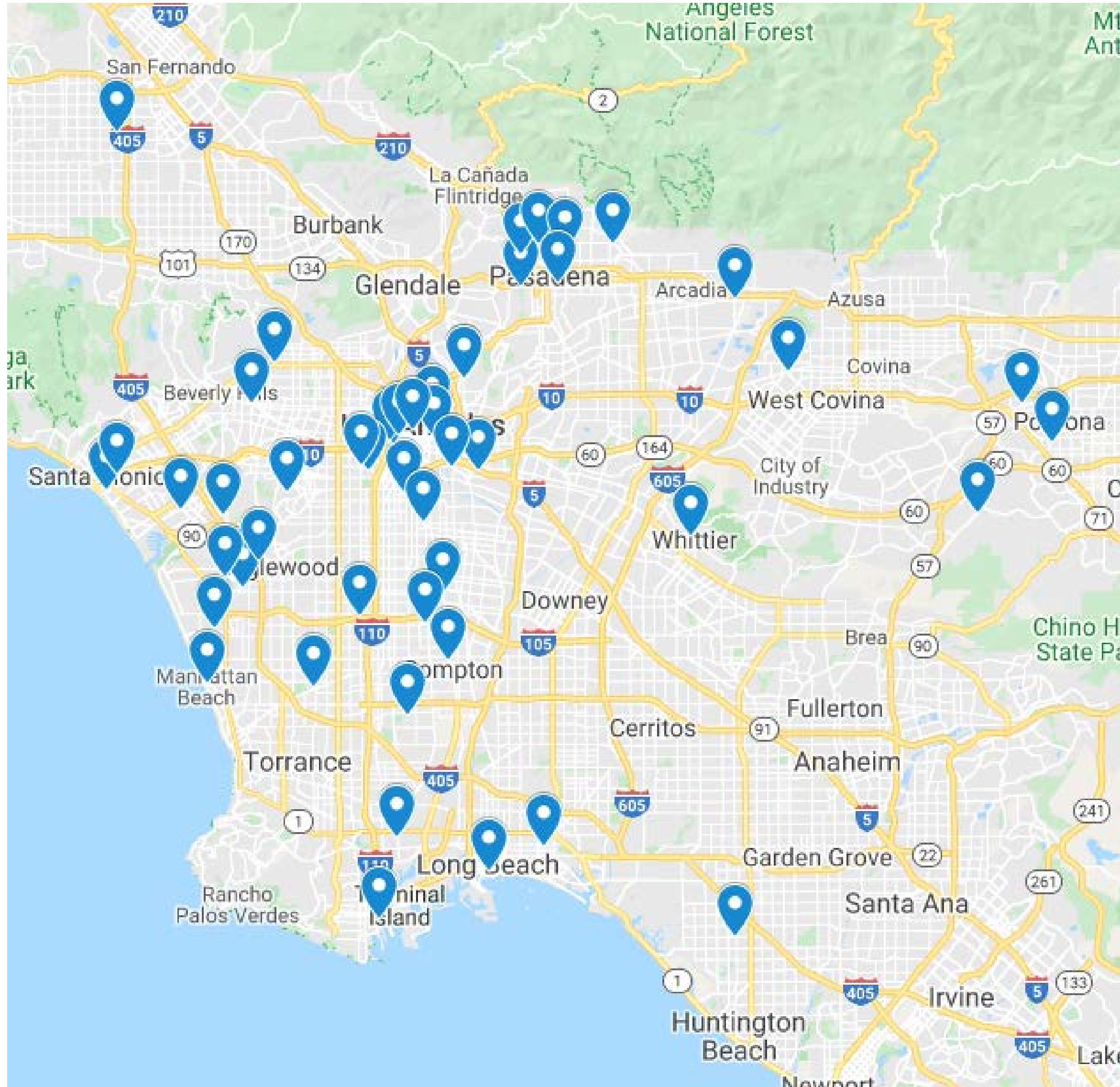
March 4th 2020, the Urban Land Institute-Los Angeles District Council convened a full-day symposium and workshop, gathering experts and practitioners to identify the land use challenges obstructing housing solutions for the region's unhoused communities.



March 4, 2020
The Cathedral

WHAT WE DID

TECHNICAL ASSISTANCE PANELS (TAP) & SPONSORS



ULI Los Angeles
has completed
over 50 TAPs in
the Los Angeles
region.

**This map
highlights their
locations.**

*Click or tap the map
to find out more about
all of the TAPs.*



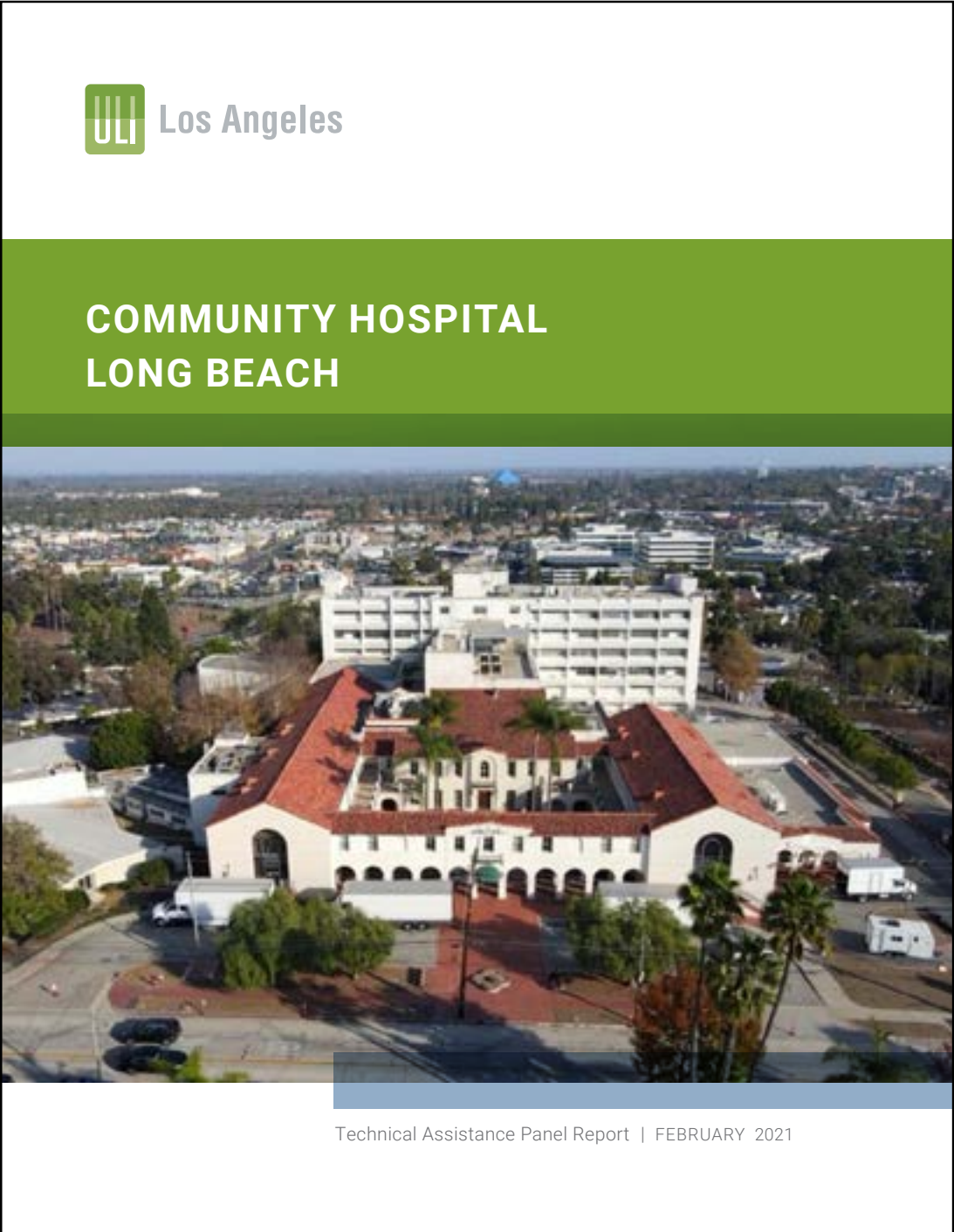
(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

New Horizons

The leadership of New Horizons - a shining light for thousands of individuals with intellectual and developmental disabilities nestled in the heart of the San Fernando Valley - engaged Urban Land Institute – Los Angeles (ULI) to undertake a Technical Advisory Panel (TAP) that would synthesize the challenges and opportunities of New Horizons' North Hills campus.

WHAT WE DID

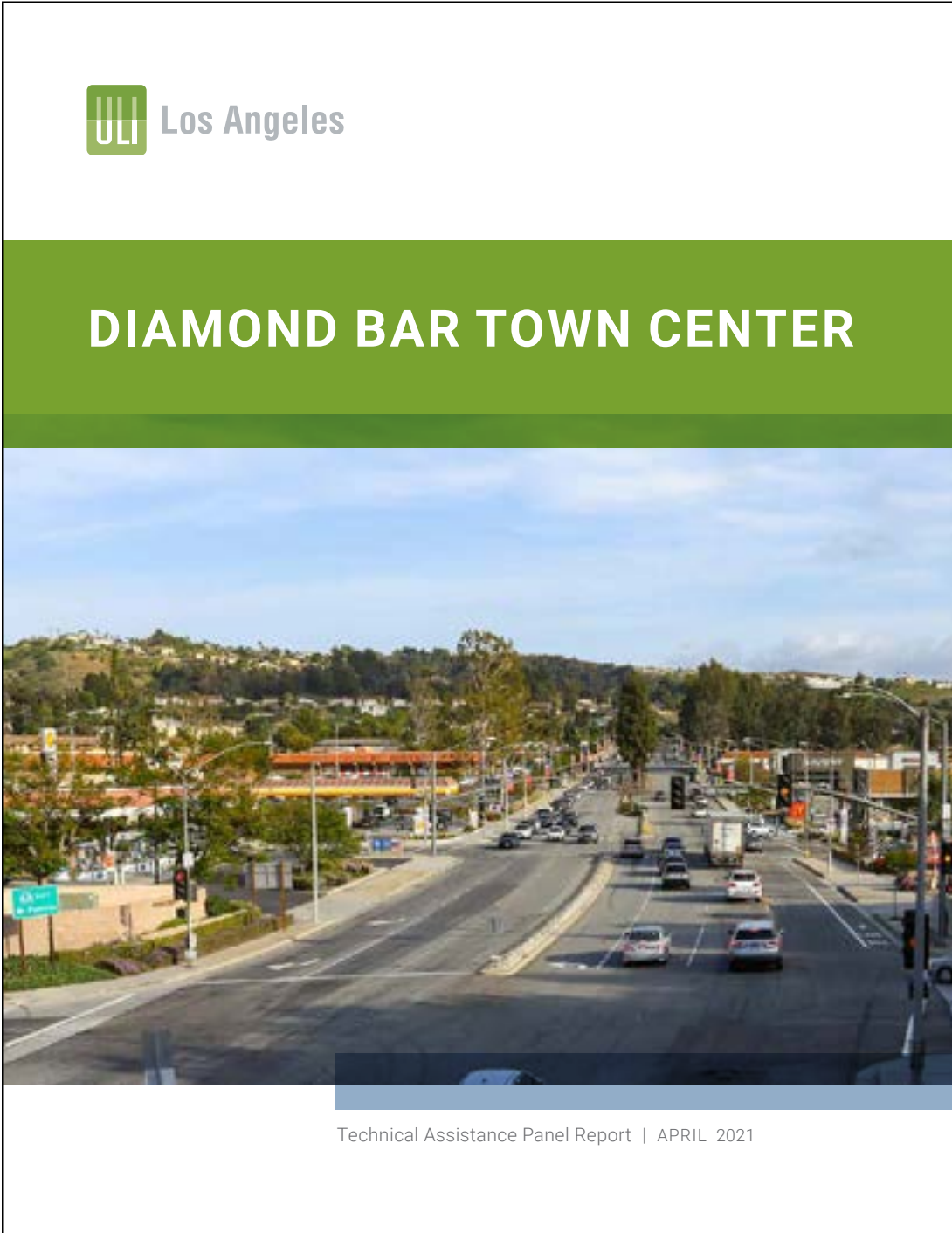
TECHNICAL ASSISTANCE PANELS (TAP) & SPONSORS



(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

Virtual TAP Community Hospital Long Beach

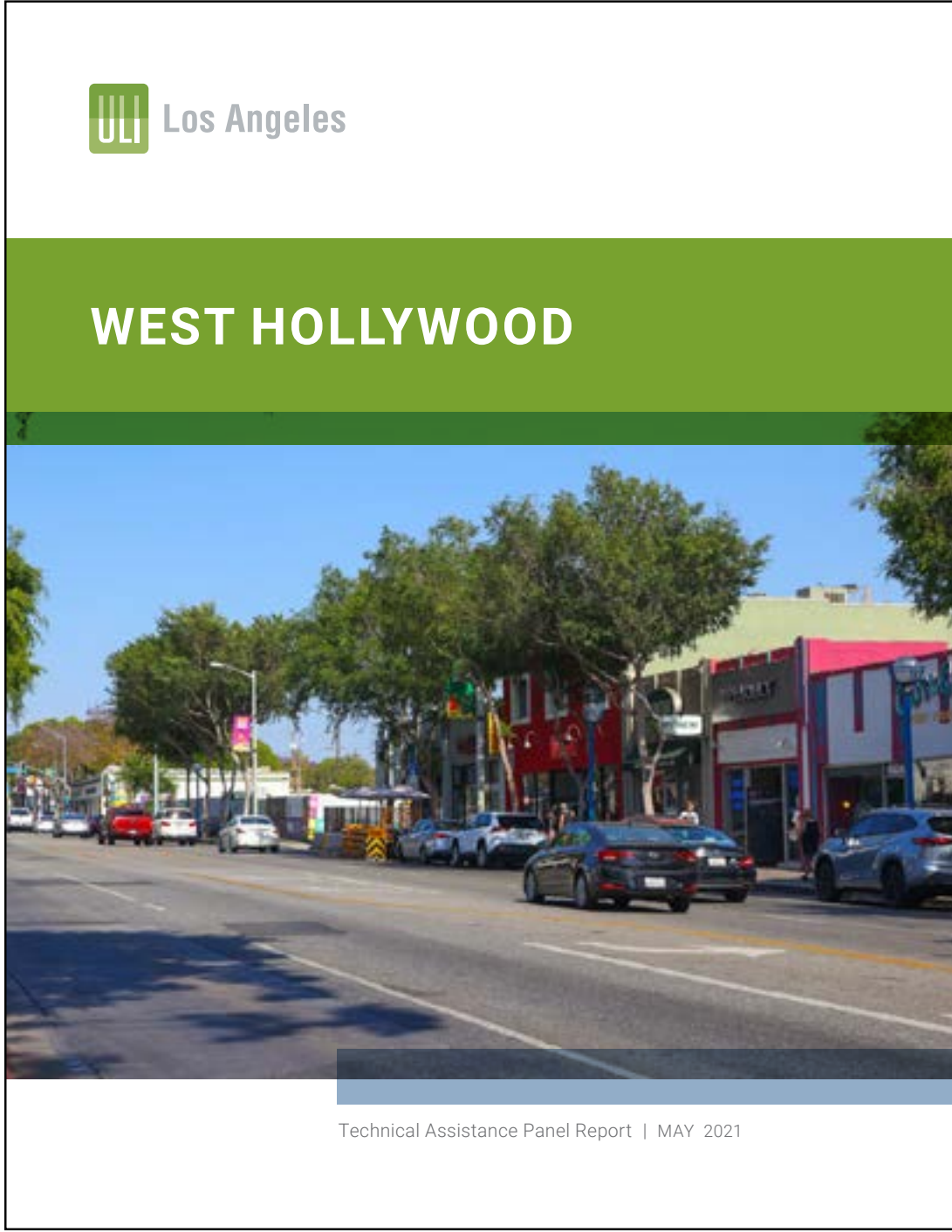
Pacific6 Enterprises, Inc. (Pacific6), one of several partners comprising MWN, engaged the Los Angeles District of the Urban Land Institute in a Technical Assistance Panel (TAP) process to determine the potential of new facilities to house emergency care and critical care services for Community Hospital Long Beach (CHLB) campus, an 8.7-acre site centrally located in East Long Beach.



(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

Virtual TAP Diamond Bar Town Center

The City of Diamond Bar sought out the Urban Land Institute-Los Angeles (ULI-LA) to undertake a technical assistance panel (TAP) to gain a better understanding of the market possibilities, implementation strategies, and design frameworks for establishing a new vision for a pedestrian-oriented “Town Center.”



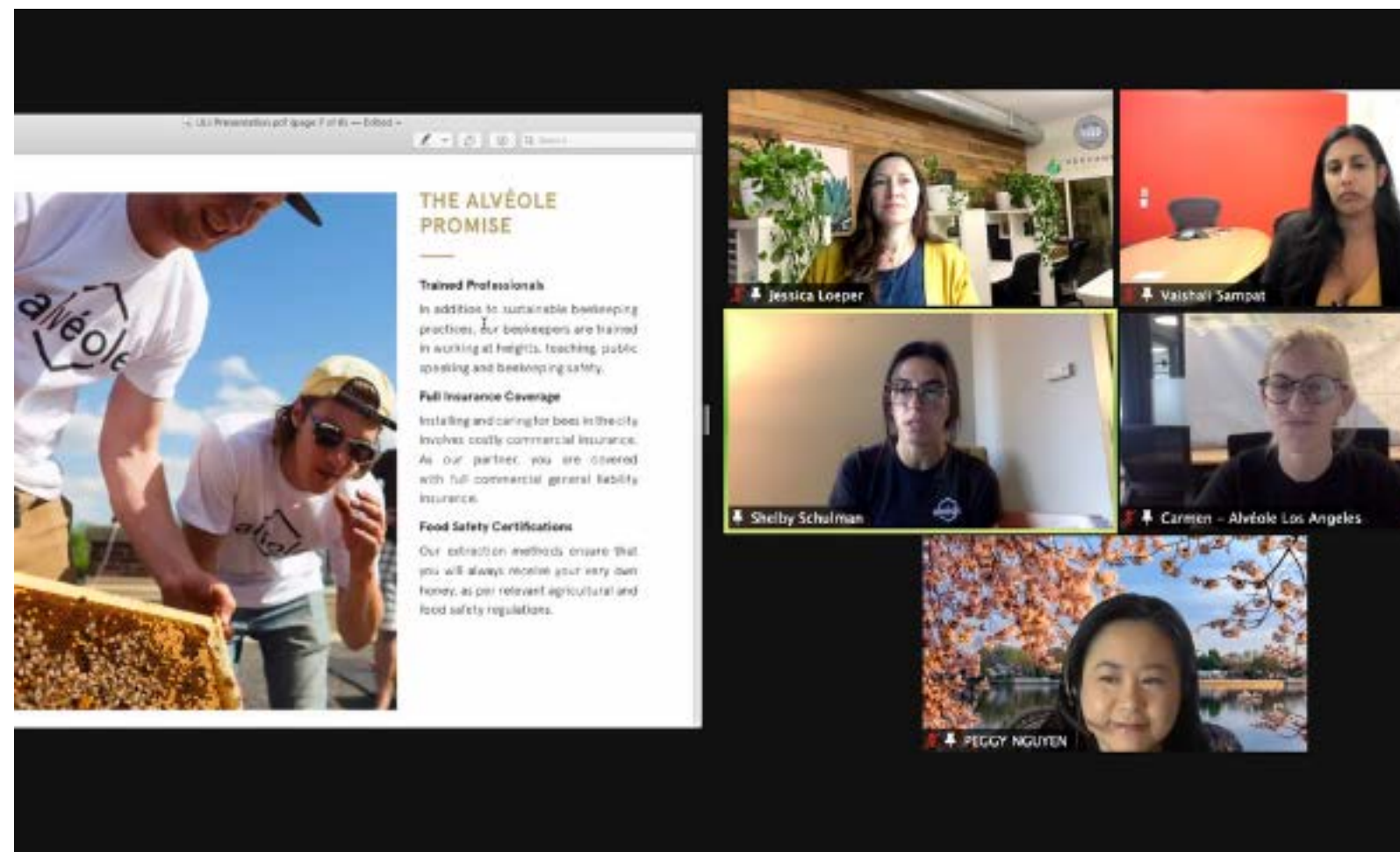
Virtual TAP West Hollywood

The city of West Hollywood reached out to the Los Angeles chapter of the Urban Land Institute to perform a Technical Assistance Panel (TAP) that assesses the development potential of three underutilized, city-owned sites located along Santa Monica Boulevard. Each of the three city-owned properties studied by this TAP are located on Santa Monica Boulevard to the east of the center of cultural and economic gravity that coalesces on the boulevard around the Pacific Design Center.

WHAT WE DID

Women's Leadership Initiative (WLI) *Shaping Spaces*

A speaker series featuring industry leaders who are bringing incredible perspectives, making powerful contributions, and leading with transformative innovations that are shaping the world for a diverse public.



Diversity Initiative

The ULI- LA Diversity Initiative acted to increase the involvement of people of color and the LGBTQ community as active participants, content providers, and leaders within the District Council for many years.

Mentoring / Education

AB Scholarship

In 2020 the ULI-LA Fellowship Initiative was established with four primary objectives:

- Provide access at a local level to ULI membership for a diverse and engaged group of real estate leaders and other interested individuals.
- Ensure that interested individuals can engage and participate in the leadership work of ULI – Los Angeles.
- Match Fellows with a ULI member-Navigator to enhance their ULI LA membership experience
- Navigators assisted Fellows in navigating engagement in various ULI opportunities at ULI.

REACH Initiative

A program established in 2021 to support the ULI-LA AB Scholarship awardees. Focuses on enhancing existing internal ULI programs like REDI and Pathways by focusing on career growth of ULI members from underrepresented backgrounds.

GROW (Growing Relationships and Opportunities at Work)

A program partnering groups of 15 mid-level-career members with individual ULI Full Member female industry leaders. The small groups meet monthly to discuss topics related to the many facets of real estate, development, land use, and career and professional growth. Similar to ULI's Product Councils and YLG Partnership Forum, GROW fosters thought leadership through ULI's culture of sharing best practices, lessons learned, and experience gained. Participants share in a series of confidential group discussions.

YLG AB Connect

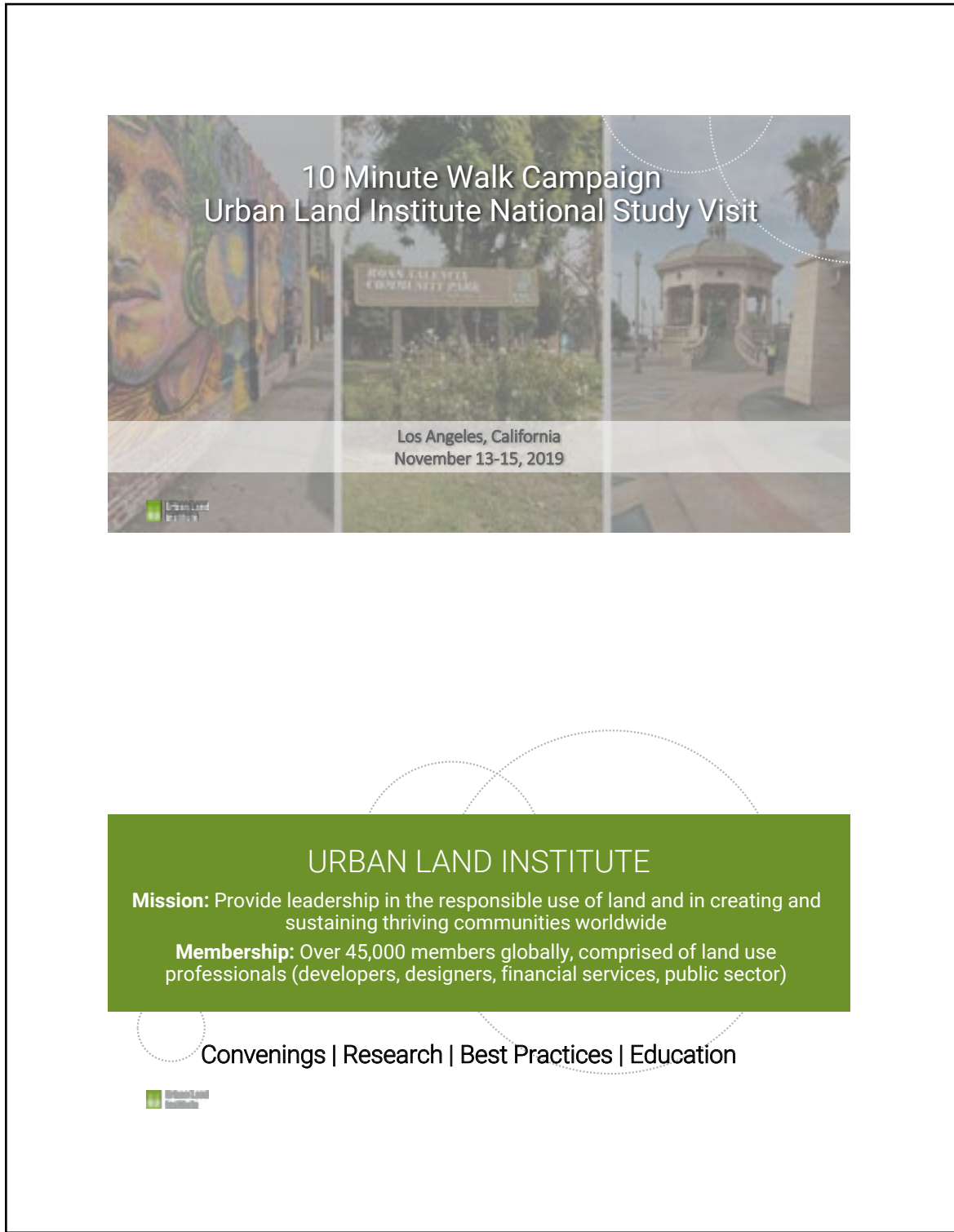
Connecting Young Leaders with senior members of our Board for informal conversations.

YLG Partnership Forum

A group mentoring program that provides YLG members with a unique opportunity to discuss relevant issues related to real estate. Groups of 8-10 YLG members are moderated by an established real estate professional who is a senior member of ULI-LA and convene regularly in a confidential setting.

WHAT WE DID

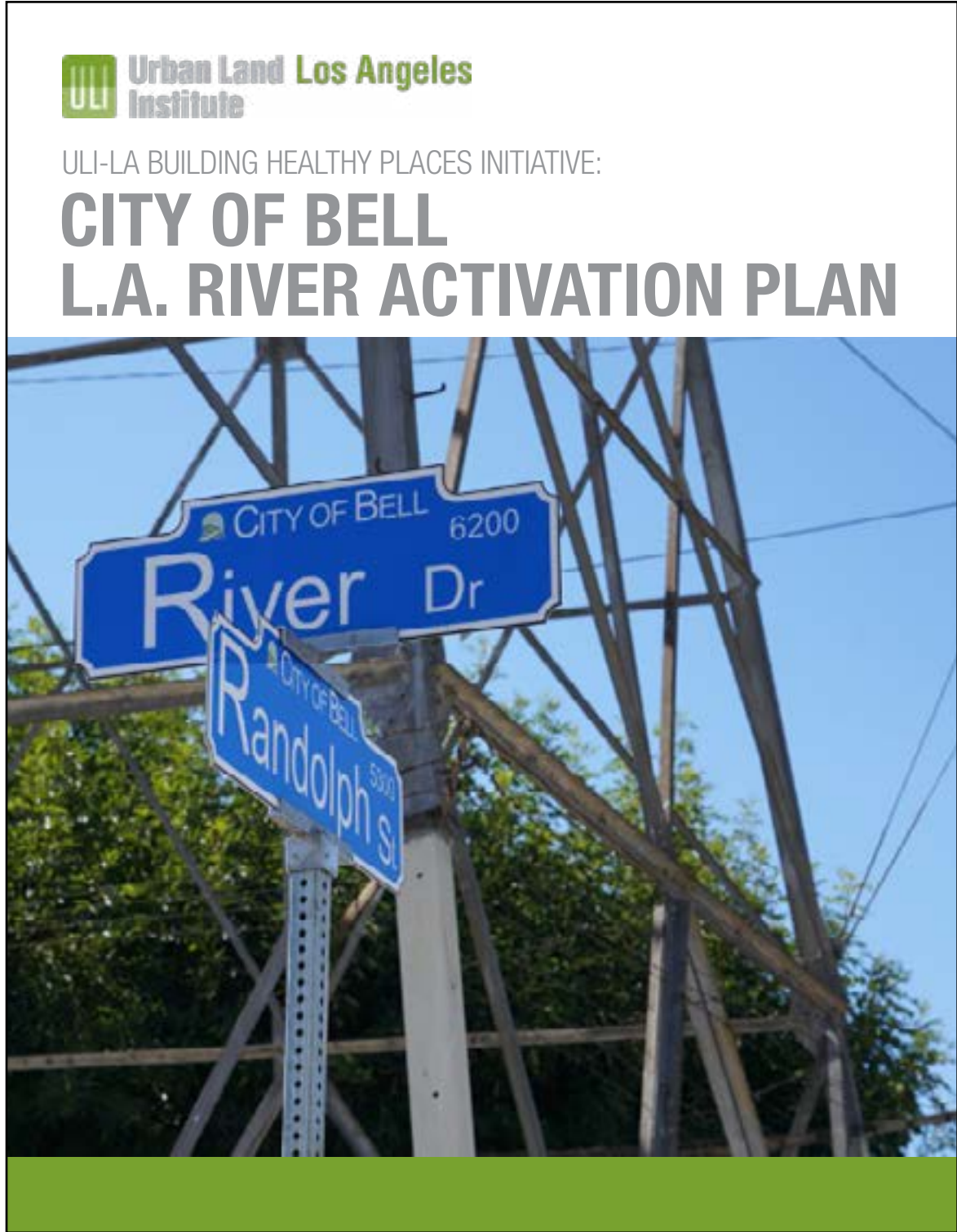
STUDIES / WHITE PAPERS



(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

Building Healthy Places

10-Minute Walk | Parks Grant:
In November 2019, ULI-LA received technical assistance planning grant from ULI National to engaging 8 local and National ULI experts to develop an action plan for Boyle Heights to incorporate 10-Minute Walk goals.



(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

City of Bell Advisory

BHP issued a request for Letters of Interest to solicit proposals from local municipalities interested in partnering with ULI on a river-related land use plan, project or policy that supported the health of local residents.



(CLICK OR TAP IMAGE TO VIEW FULL REPORT)

Case for Social Equity:

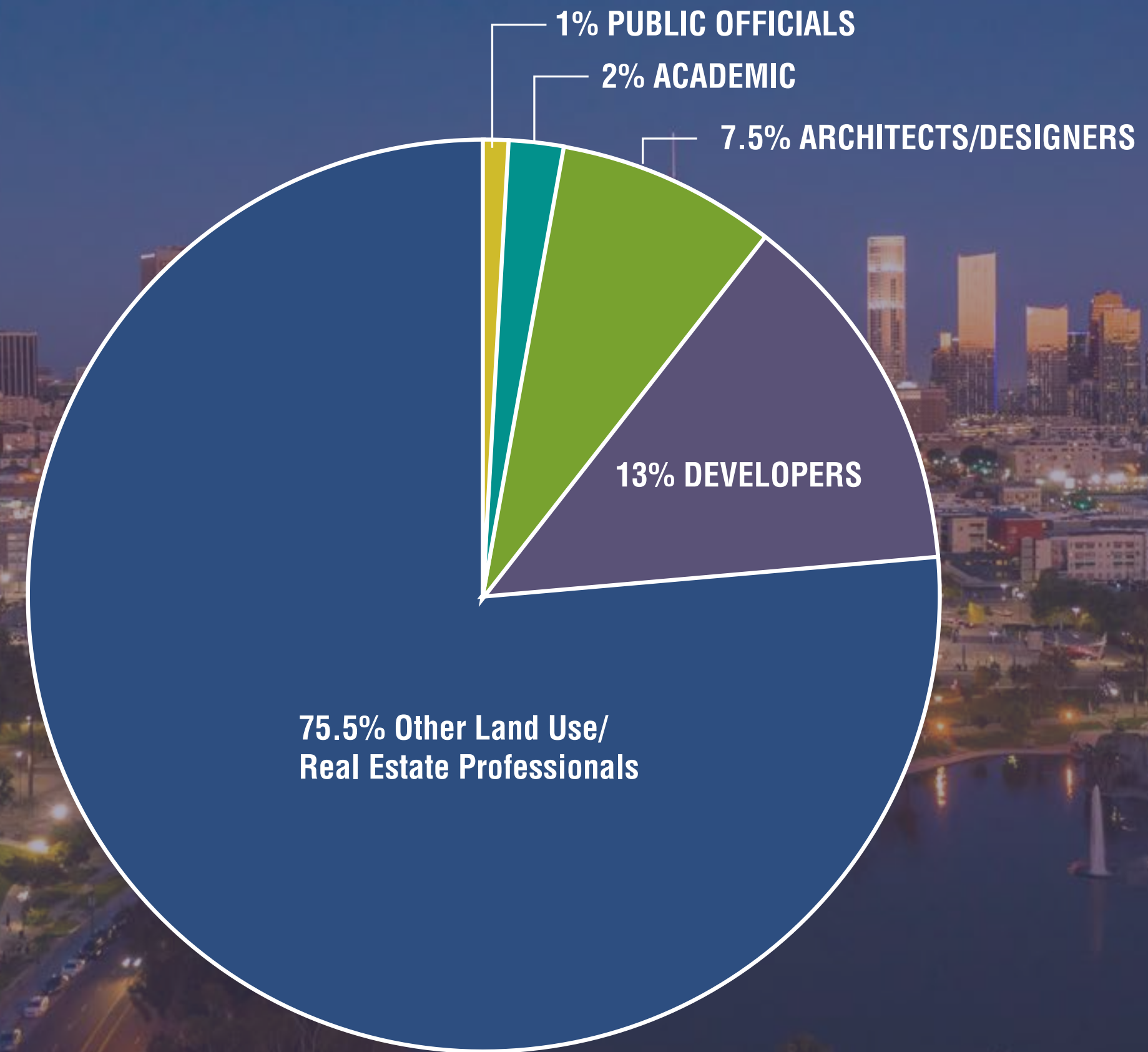
In 2021, ULI-LA’s Building Healthy Places Committee developed a Case for Social Equity in Real Estate to underscore the imperative to invest in social equity in our local communities and address the general lack of awareness with regard to how real estate professionals can play a role. The goals of this research are to:

- *Identify the “case” for focusing on social equity in real estate;*
- *Demystify the concept of social equity in the context of real estate development;*
- *Challenge the notion that equitable projects will have a negative impact on return on investment (ROI); and*
- *Encourage industry professionals to adopt practices that support social equity and positive legacies in the Los Angeles region—the communities where we work.*

HOW WE PERFORMED

**OVER 1,750
ULI LOS ANGELES
MEMBERS FOR
FY 2021**

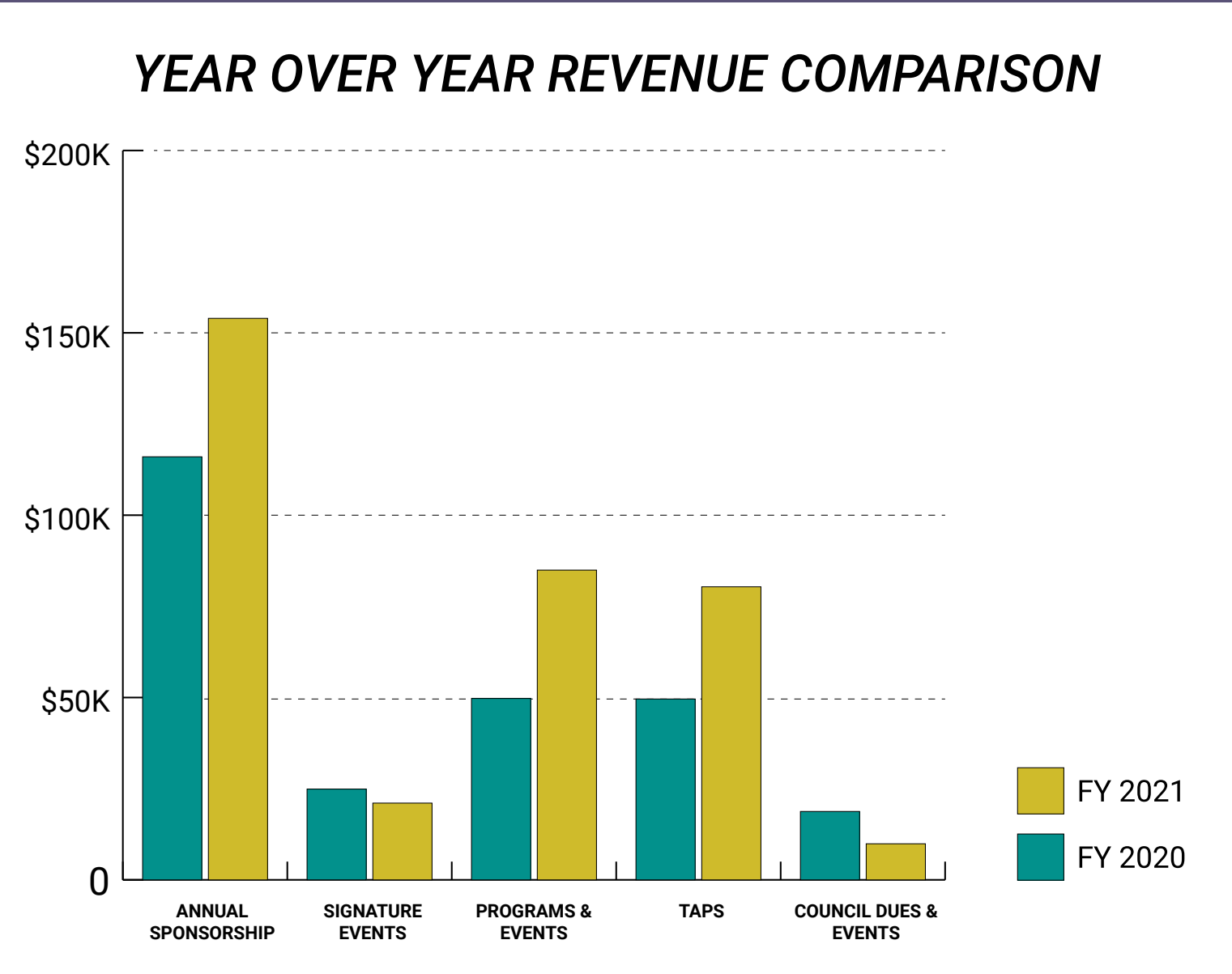
MEMBERSHIP ANALYSIS



JOIN TODAY BECOME A ULI LA MEMBER

HOW WE PERFORMED

2 YEAR FINANCIAL OVERVIEW



FY 2020 / Reserve Roll Forward By Category - EOY			
DESCRIPTION	REVENUE	EXPENSE	NET
Beginning reserve balance 7/1/2019			\$ 834,911
Operations: Member Dues/ Overhead/ PY Fixed	\$ 212,115	\$ 768,543	\$ -556,428
1. Annual Sponsorship	\$ 125,350	\$ 9,277	\$ 116,073
2. Signature Events	\$ 64,210	\$ 39,317	\$ 24,894
3. Programs & Events	\$ 98,252	\$ 48,499	\$ 49,753
4. TAPs	\$ 55,030	\$ 5,435	\$ 49,595
5. Council Dues & Events	\$ 22,480	\$ 3,724	\$ 18,756
FY '21 Net Activity	\$ 577,437	\$ 874,795	(\$297,358)
Ending reserve balance 6/30/2021			\$ 537,553

FY 2021 / Reserve Roll Forward By Category - EOY			
DESCRIPTION	REVENUE	EXPENSE	NET
Beginning reserve balance 7/1/2020			\$ 537,553
Operations: Member Dues/ Overhead/ PY Fixed	\$ 195,425	\$ 733,516	\$ -538,091
PPP	\$ 65,110	0	\$ 65,110
1. Annual Sponsorship	\$ 159,000	\$ 5,032	\$ 153,968
2. Signature Events	\$ 28,370	\$ 7,320	\$ 21,050
3. Programs & Events	\$ 117,178	\$ 32,238	\$ 84,940
4. TAPs	\$ 85,000	\$ 4,634	\$ 80,366
5. Council Dues & Events	\$ 14,600	\$ 4,703	\$ 9,897
FY '21 Net Activity	\$ 664,683	\$ 787,444	(\$122,761)
Ending reserve balance 6/30/2021			\$ 414,792



SPONSORS FY19/20 & FY 20/21

Activities of the ULI Los Angeles District Council are made possible by the generous support of our Sponsors.

GOLD SPONSORS



















SILVER SPONSORS





















BRONZE SPONSORS



































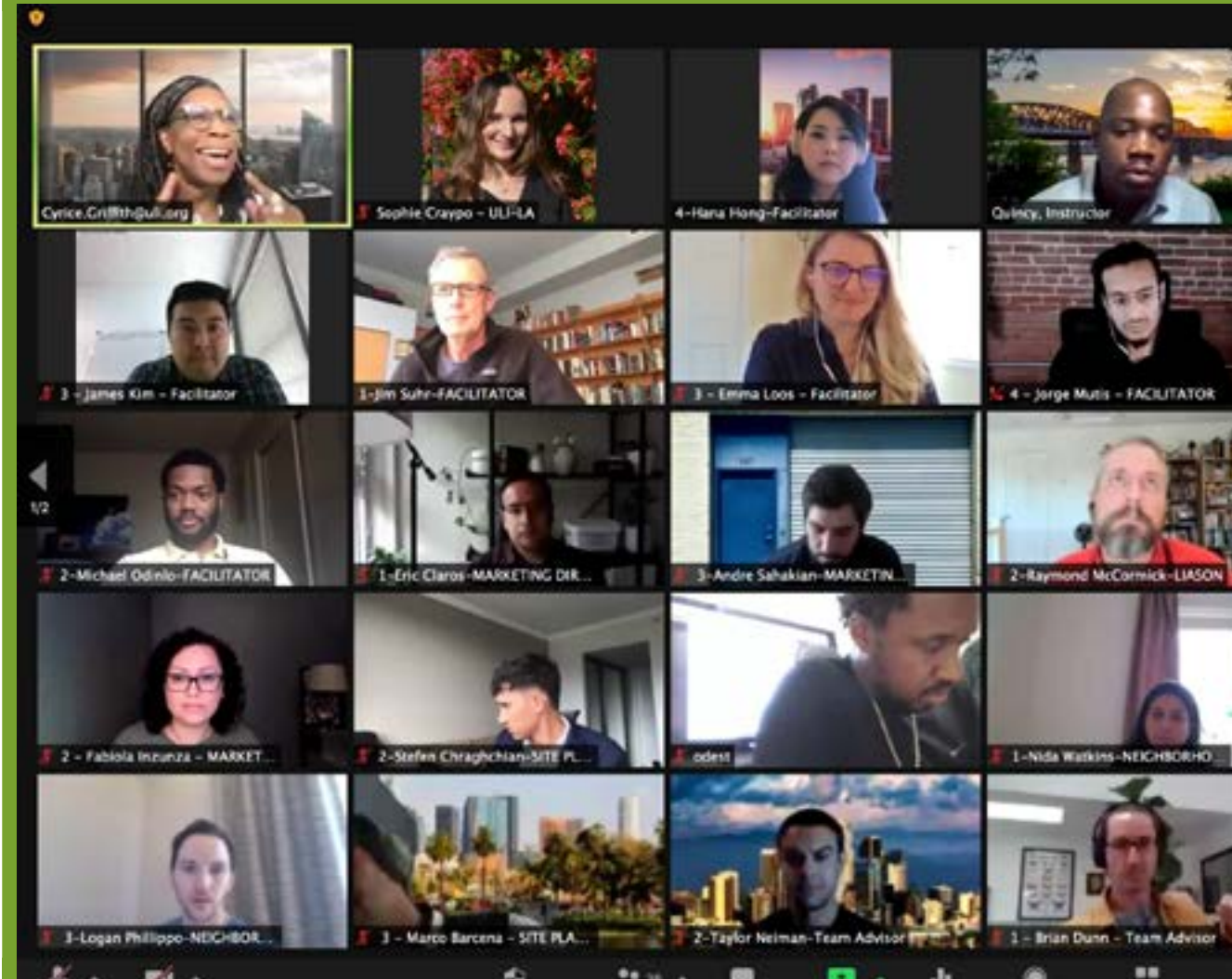




SPONSORSHIP - JOIN AND SUPPORT ULI LOS ANGELES

“ULI’s mission is to shape the future of the built environment for transformative impact in communities worldwide. Members of ULI Los Angeles through engagement with the District Council have the opportunity to create Impact as we Convene, Engage, Include Grow and Lead throughout the Region. Join us ensuring this work has a lasting and transformative effect.”

**- Allison Lynch, Chair,
President, Watt Properties**



CONVENE | ENGAGE | INCLUDE | GROW | LEAD