


District Council **ANNUAL REPORT** *fy23*





Top Accomplishments of FY23

40,562

Members in District Council Network

4% membership **growth**

20.5% increase in **event registrations**
year-over-year

39% increase in gross **registration
revenue** year-over-year

59.9% percentage of District Council
members who have **attended
a local event** in the last six
months

9% percent increase in the number
of **Young Leaders** year over
year

9% percent increase in the number
of **full members** (not on a
Product Council), year over year

Looking Back District Councils Department FY23 Strategic Plan

The District Councils Department established “data integrated storytelling,” “community building”, and “do simple better” as our three main strategic objectives for FY23.



Achievements

Data Integrated Storytelling

District Council Dashboard

- Engaged reporting team, District Council partners, and other stakeholders
- Worked with District Council staff pilot group to develop dashboard report
- Launched Dashboard report to DC staff at Staff Summit

Community Building

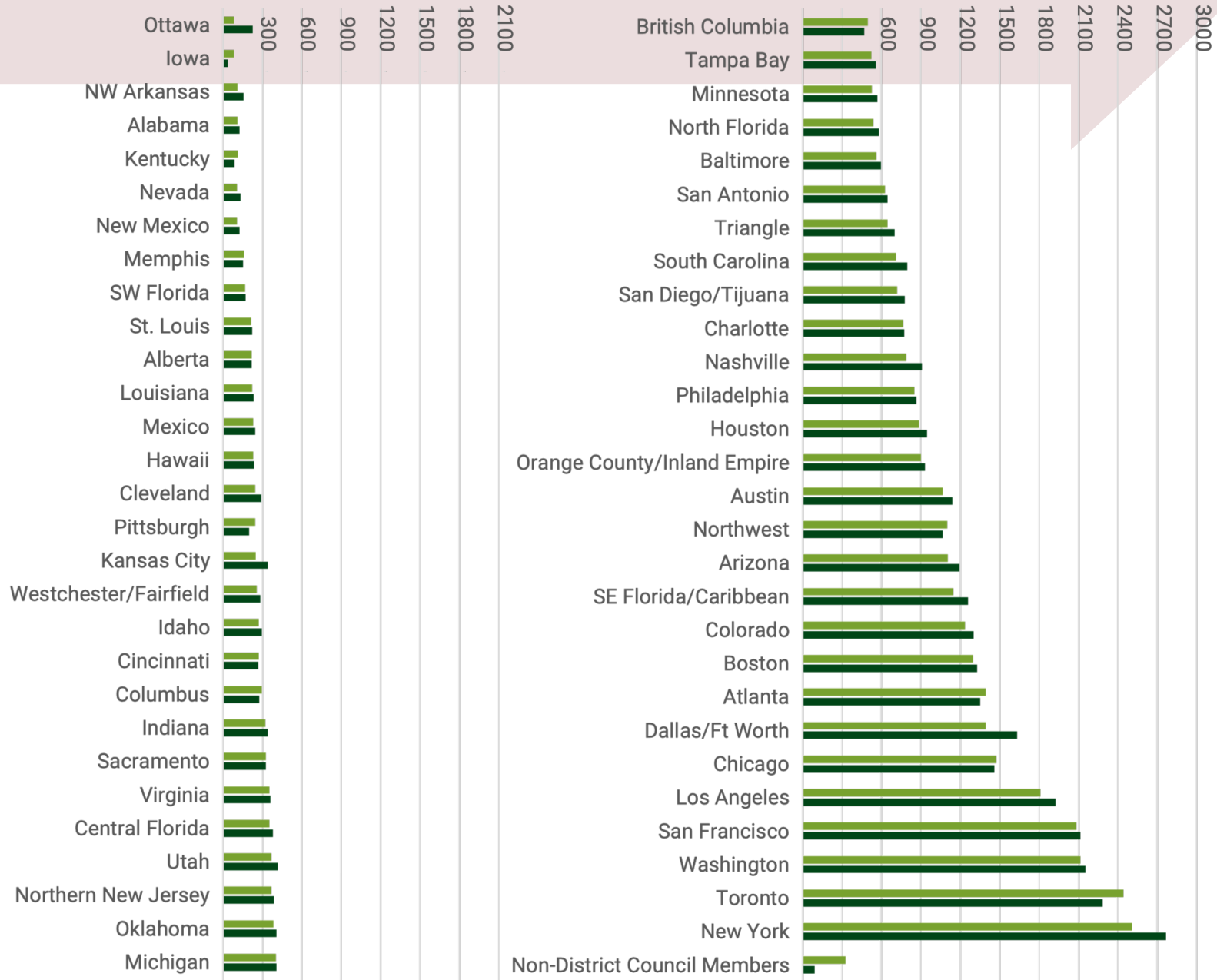
- Implemented a comprehensive communications plan to engage with internal stakeholders, including District Council staff and member leaders
- Delivered successful Staff Summit and Midsummer meetings, building greater community among DC staff and member leaders
- Launched the DC Counselors Program

“Do Simple Better”

- Identified and improved District Council governance processes
- Increased open and click rates on existing DC Department communications such as News You Can Use
- Enhanced existing reports such as the Quarterly Insights reports and Programming reports

District Council Membership Growth

FY22 vs. FY23 Member Headcount



Overall, Americas membership grew by 1,629 (4%) net new members to 40,562. Membership growth was particularly strong (9%) among Young Leaders and full members not on a product council—two key segments ULI has worked to grow.



District Council Membership Growth



Membership Growth

ULI Ottawa*	176%
ULI Northwest Arkansas	43%
ULI Kansas City*	38%
ULI Nevada	26%
ULI Dallas/Ft. Worth**	17%
ULI New Mexico	17%
ULI Nashville	15%
ULI Utah	14%
ULI South Carolina	12%
ULI New York	10%

Net New Members

ULI New York	260
ULI Dallas/Ft. Worth**	236
ULI Ottawa*	144
ULI Nashville	118
ULI Los Angeles	116
ULI Southeast Florida/ Caribbean	112
ULI Kansas City*	94
ULI Arizona	86
ULI South Carolina	83
ULI Austin	70

Membership Growth

*These District Councils underwent ZIP code reclassifications, which contributed to the increase in membership

**ULI Dallas/Ft. Worth hosted the Fall Meeting

FY23 District Council Programming

District council events continue to rebound following the pandemic, with significant increases this year in the number of event registrations and gross event registration revenue.



Event Registrations

With only a 5% increase in the number of district council events, the Americas saw an astounding 20.5% year-over-year increase in the number of district council event registrants, with over 98,000 registrations in FY23.

Event Revenue

39% year-over-year increase in gross DC event registration revenue, from about \$2.8 million in FY22 to over \$3.8 million in FY23.



We are setting a baseline for engagement

59.9% of Americas members have registered for a local event in the last six months.



FY23 District Council Program Engagement

Members are attending more events

More members are active

We are setting a baseline for engagement

59.3% of first year members that have registered for a local event in the last 6 months. We know that new members who are engaged early on in their membership are more likely to renew.

The average Americas member has registered for **2.45 events** at their district council in the last year, up from 2.00 at the end of FY22.

64% of Americas members have attended a local event or served on a committee in the last year, up from 58% last year.



FY23 District Council Technical Assistance

District
Councils
are active

More District
Councils are
doing TAPs

More
partnerships
across ULI

The District
Council network
completed **57
TAPs in FY23**,
compared to 39
in FY22.

**50% of district
councils**
completed a
TAP in FY23.

**20 TAPs done in
partnership** with
ULI's Centers and
Initiatives in FY23.

District Council TAP programs have not only recovered from the pandemic, but have significantly increased from pre-COVID offerings, hosting **57 technical assistance panels** in the last year, a **46% increase**.



Engagement Scoring Top 10 District Councils

District Council	Composite Engagement Score
ULI Austin	0.99
ULI San Antonio	0.83
ULI Hawaii	0.75
ULI Orange County/Inland Empire	0.73
ULI Northwest Arkansas	0.73
ULI Utah	0.69
ULI Westchester/Fairfield	0.69
ULI Philadelphia	0.66
ULI Nashville	0.65



The Engagement Score is a new tool that allows us to holistically measure how members engage across ULI's entire organization. The composite engagement scores reflect an averaging of the engagement scores of all members at a District Council, with higher scores reflecting more engagement, which can include attending local events, serving on local committees, attending national meetings, serving on a Product Council, etc.

Financial Summary

This fiscal year, district councils intentionally spent down reserves to support the growth of the network but saw a roughly \$1 million growth (39% year-over-year) in event registration revenue.



The District Council Network ran a deficit of \$1.09 million this fiscal year. Many District Councils intentionally drew down their reserves and **made investments in** increasing headcount and **building staff capacity**.

The District Council Network was **\$0.5 million favorable to budget** on expenses in FY23 despite rising costs and increased activity post-pandemic.

Mission Priority Decarbonization and Net Zero

17 TAPs/ASPs done
in partnership with
Centers and DCs

43 Programs, workshops,
events and other
collaborations



District Council Cohorts in Partnership with ULI's Centers and Initiatives

Art in Place

Austin
Cleveland
Colorado
France
Germany
Hong Kong
Louisiana
Northwest
Arkansas

Net Zero Imperative Cohort 2

Atlanta
Charlotte
Chicago
Germany
Hong Kong
Mexico
Minnesota

Cohort for Park Equity

Austin
Dallas-Fort
Worth
Charlotte
New York
San Antonio

Partnership for Health Equity

British
Columbia
Houston
Northwest
St. Louis
Toronto

Resilient Land Use Cohort 2

Philadelphia
Louisiana
New York
Colorado
Los Angeles



District Councils partnered with ULI's Centers and Initiatives on several different programs related to decarbonization.

Mission Priority

Increasing Housing Attainability

In March 2023, the Terwilliger Center organized the annual **Housing Opportunity Conference** in Phoenix in collaboration with ULI Arizona.

- **Record participation: 449 attendees**, 130 of those were local ULI AZ members.
- **3 tours** highlighting multiple local projects, which sold 150 tickets.
- **Local topics** were featured in two of the general sessions.
- **24 of the 47 speakers were Arizona experts**, including Phoenix Mayor, Kate Gallego.



The Terwilliger Center launched its **Attainable Housing for All Campaign** in 2022. The campaign partners with district councils to bring funding and staff capacity to advance local housing efforts.

In fiscal year 2023, the Center collaborated with **six** District Councils in **three** ASPs, **three** TAPs, and **one** roundtable.

Mission Priority

Educating the Next Generation of Diverse Leaders

In FY23, **36 District Councils** hosted UrbanPlan to reach **5,117 participants** throughout the Americas.

With the help of over **600 volunteers**, participating district councils significantly increased member engagement in UP events. Most notably a **221% increase** from FY22 to FY23 in community/public official workshop participant count.

Showcasing collaboration, **ULI Baltimore** and **ULI Boston/New England** joined forces to host a regional UP program. The teams came together to deliver the curriculum between Morgan State University and MIT students.



District councils continued progress to educate the next generation of diverse leaders.

Looking Forward District Councils Department FY24 Strategic Plan



The District Councils Department will continue its main strategic objectives of data integrated storytelling, community building, and “do simple better” to build off the success of last year.

Data Integrated Storytelling

- Tactics:**
- Monthly report for member leaders
 - Enhancements to existing DC360 Dashboard report
 - Interactive Map Project

- KPIs:**
- Increase membership growth, engagement, and retention at District Councils
 - Increase data tool usage

Community Building

- Tactics:**
- Connection points with DC Counselors
 - Monthly small group staff calls
 - Enhancements to the Staff Summit and Midsummer Meeting

- KPIs:**
- Qualitatively and quantitatively increase the engagement of District Council staff and member leaders

“Do Simple Better”

- Tactics:**
- Increase connection with DC treasurers
 - Revamp the preferred provider program
 - Expand pop-up webinars/exchanges

- KPIs:**
- Measure the effectiveness and efficiency of programming, engagement, and communications across the DC network