



ANNUAL REPORT

2020



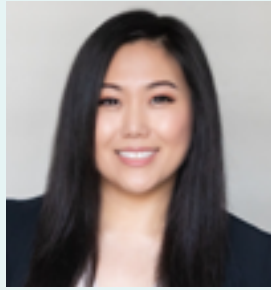
Vaike O'Grady
Zonda,
District Council Chair



Paulette Gibbins
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LETTER FROM CHAIR

Dear Friends:

Each year is different from the one before, but 2020 stands out as the year all of us—globally—faced a challenge the likes of which we have never seen. Even if many of us remain healthy and employed, we cannot understate the impact of the global pandemic on our daily lives. In early March, it was unthinkable that virus fears would dictate the cancellation of South by Southwest. The cancellations and disruptions have now become too many to count, but of course pale in comparison to the pain of sickness and lives lost.

And yet, Austin entered the year in the best possible economic shape to weather the storm. Huge hits to the leisure and hospitality sector have roiled the economy, perhaps forever changing the city’s live music and restaurant landscape. Offices remain virtually empty, as many work from home. Yet other sectors felt a jolt, then rebounded. On a monthly basis since May, the residential real estate market is hitting records.

It’s a very different picture than one year ago—or even 7 months ago—but the Austin economy remains resilient. The ULI 2021 Emerging Trends Report ranked Austin as the number 2 market in the country for overall real estate investment. And we see proof of confidence in our economy in big investments such as the new Tesla gigafactory, which will open in 2021.

We are blessed to be in this city, where so many continue to prosper. And yet, there are challenges to be met. The unrest in our country has prompted ULI to have deep discussions about racial inequity, in our membership and in our city. While we cannot begin to erase over 400 years of racial injustice, ULI Austin is tackling the issue head-on. We’ve begun learning about our own biases, the history of segregation of Austin, and the impact of race on real estate. Our Diversity, Equity, and Inclusion efforts are gearing up, along with opportunities for our Austin members to participate in the discussion and in the needed change. ULI Austin is in a unique position to improve the built environment for everyone in Austin.

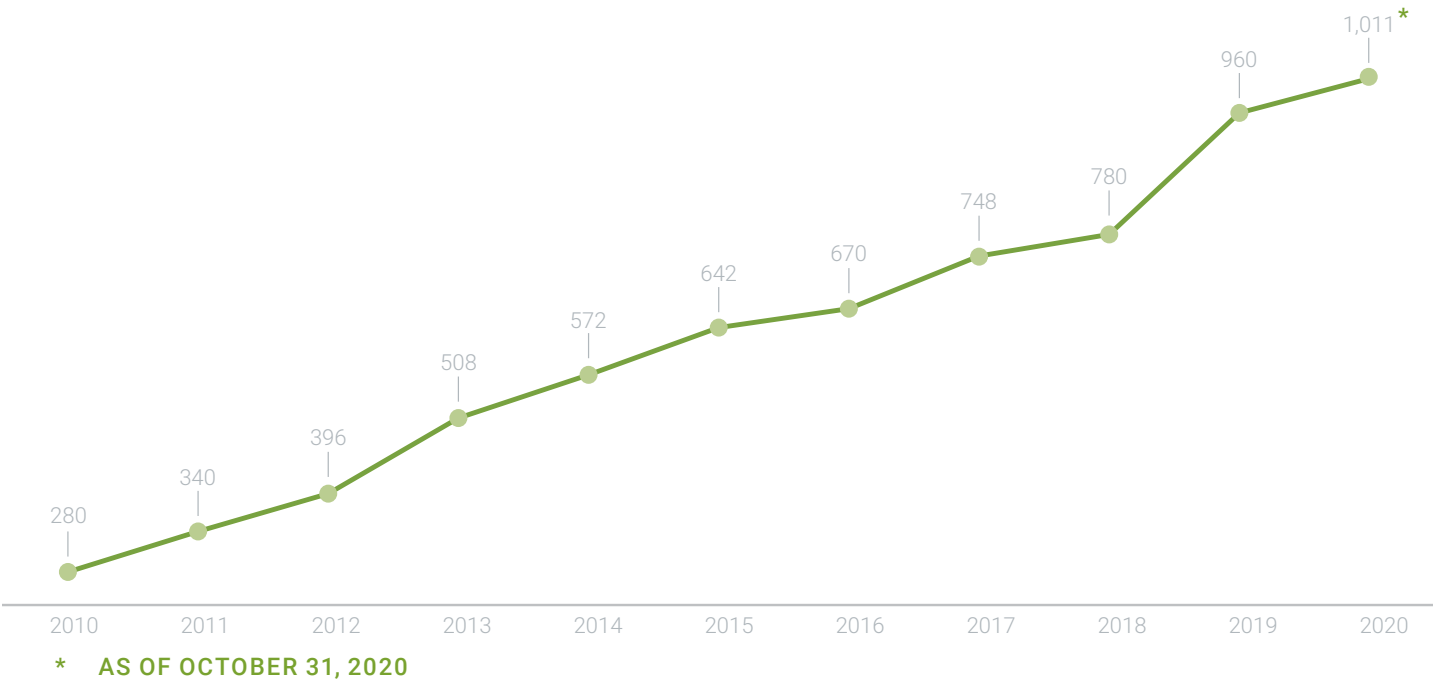
Membership engagement continues to be strong, thanks to compelling programs and innovative opportunities to network virtually. We are grateful to our sponsors and to our members, who have remained supportive and engaged as we deal with this pandemic and its implications. We will continue to find ways to add value to your commitment.

As we endure the uncertainty of this challenge, we wish you good health and prosperity as we enter 2021. And we thank you for all you do to support ULI Austin.

Warmly,

Vaike O'Grady
Regional Director, Zonda
District Council Chair – ULI Austin

Austin Membership Growth



About ULI Austin

The Urban Land Institute (ULI) is a member-led organization providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is a network of people in every profession and sector in real estate development and land use from all over the world and in every career stage. While global in scope, we are local in impact through research, education, and convening.

The Austin District Council was founded in 1994 and now includes over 1000 Austin-area members. Our members are involved in all aspects of the development and city planning process - private, public, and non-profit. Membership in ULI includes the research and resources of the oldest and largest network of cross-disciplinary real estate and land use experts in the world.



- 48%** Annual Sponsorship
- 14%** Event Sponsorship
- 19%** Event Registration Fees
- 12%** Membership Dues
- 7%** Other Revenue

MEMBER ENGAGEMENT

2020 was an unusual year for the entire world. The pandemic changed how people worked and interacted with others. With global resources, ULI pivoted quickly to virtual programing and actively shared information amongst members across the world. ULI Austin continued to engage members locally with opportunities to learn and interact virtually.



FEBRUARY BREAKFAST: NEW CONCEPTS TO SERVE AUSTIN'S HOMELESS

APRIL VIRTUAL BREAKFAST: PERSPECTIVES FROM COVID FRONTLINES



MONTHLY BREAKFASTS

ULI Austin continues to provide engaging and timely monthly breakfasts. The Programs Committee shifted this year's topics to provide COVID related information as the pandemic started to affect Austin. As ULI Austin looks at returning to in-person programing, we will continue to offer virtual options to further engage members not able to join us in person. In 2020, we provided 11 breakfasts.

Breakfast Topics

Members can click on underlined titles to access the program recording.

- Creative Culture in Developments*
- New Concepts to Serve Austin's Homeless*
- Perspectives from COVID Frontlines
- Economic Relief
- Capital Markets
- The Trail Foundation/PARD Partnership
- Transit-Oriented Development
- Gentrification Fishbowl*
- Aging Infrastructure
- I-35 Cap and Stitch
- Austin Over the Years

* This breakfast was not recorded.

"ULI is all about building new relationships with people who have unique perspectives to the issues that the greater Austin area faces as we continue to evolve as a city in the national spotlight. This committee brings together top leaders in our industry who care about the greater Austin area. It has afforded me the opportunity to gain knowledge of current issues; build my professional network; explore areas of growth and participate in analyzing issues that have shaped our past and that are shaping our future."

Heidi Cisneros, Structures
Programs Committee Chair, Management Committee
Member Since 2015



REGIONAL LUNCHEONS

ULI Austin first introduced the Greater Austin Regional Lunches in 2018 to better engage with surrounding cities, featuring topics that are regionally focused. In 2020, we provided 4 luncheons.

Luncheon Topics

Members can click on underlined titles to access the program recording.

- Innovations in Housing-What's Next?*
- Economic Resiliency
- Regional Transportation Planning
- Emerging Trends

* This luncheon was not recorded.



JULY VIRTUAL LUNCHEON: ECONOMIC RESILIENCY

ADDITIONAL PROGRAMING

Introduced **Virtual Happy Hours** during city shutdown for member networking

NEW SERIES ULI Insight - Interactive info sessions on Facebook Live focused on timely policy and economic development topics:

Project Connect

Austin Economic Development Corporation

VIRTUAL CITY CHAT

In place of Marketplace, we hosted a virtual extended version of the **City Chat** portion of Marketplace. Officials from nine cities within the Austin region provided information on what projects are still planned, what projects have been suspended, any new projects they could announce and any long term goals and initiatives.



MEMBER DEVELOPMENT

ULI Austin's affinity groups continued their monthly meetings virtually throughout the pandemic. Member participation and record applications indicate members find value in these smaller group discussions.

Want to get involved?

Visit our Committees and Initiatives webpage & contact austin@uli.org.

ULI NEXT

Self-directed small groups for members age 35-45.

83 PARTICIPANTS	72 TOTAL SESSIONS
8 REGIONAL FLIGHTS	25 NEW APPLICANTS

YOUNG LEADERS

In 2020, the Young Leaders provided 6 Cheer & Chats.

Cheers & Chat Topics

Members can click on underlined titles to access the program recording.

2020 Market Update*

HEB Favor Tech Hub Tour*

Innovations in Construction Tech

Virtual Tour Indeed Tower

Workplace Re-Entry Panel

Homelessness

* This Cheers & Chat was not recorded.

MENTORSHIP FORUM

60 PARTICIPANTS 2019-2020 CLASS
82 APPLICANTS 2020-2021 CLASS
61 PARTICIPANTS 2020-2021 CLASS



WLI COCKTAIL SOCIAL SERIES – 6 SOCIALS

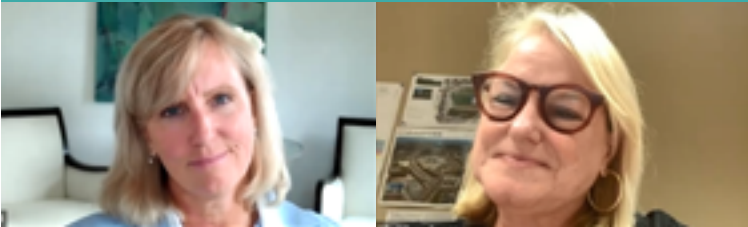
ULI Austin's first re-entry to in-person events.

2 WLI VIRTUAL LUNCHEONS

Members can click on underlined titles to access the program recording.

Economic Environment

Virtual Visiting Leader - Jodie McLean



CAREY GUNN VENDITTI WOMEN'S LEADERSHIP INITIATIVE (WLI)

Carey Gunn Venditti Women's Leadership Initiative (WLI) Austin hosted WLI Washington DC during their trip in February with a welcome reception and an evening of Curated Conversations.

LOCAL MEMBER COUNCILS

In 2020, ULI Austin's Local Member Councils grew to eight councils and 167 participants. June 2020 had record applications and we anticipate adding more councils in 2021.

COMMERCIAL HOUSING

MASTER PLANNED COMMUNITIES

MULTI-FAMILY HOUSING

PUBLIC-PRIVATE PARTNERSHIPS (P3)*

REGIONAL GROWTH

SMALL SCALE DEVELOPMENT*

URBAN

* NEW IN 2020



"As a public sector administrator, the opportunity to better understand the real estate and development community and learn about major trends and influences within this sector has been invaluable. I'd also like to think that the private sector has gained from the ULI public sector members as well—any opportunity for dialogue between the two results in better projects."

Katherine Woerner Caffrey, Assistant City Manager, City of Cedar Park
Regional Growth Local Member Council Co-Chair, Advisory Board Member
Member Since 2018

MEMBER IMPACT



CREATIVE CULTURE STRATEGIC COUNCIL

The Creative Culture Strategic Council produced the *Creative Culture in Development* breakfast and continued conversations with the city on the emerging Economic Development Corporation. The council also discussed the effects of COVID-19 on the creative industry and possible short-term relief solutions.

COVID BUSINES IMPACT SURVEY

ULI Austin conducted a **survey** in May to determine the impact of COVID-19 within the greater Austin real estate business community. This survey was reconducted in November for comparison.



URBANPLAN EXCHANGE FOR PUBLIC LEADERS

The City of Pflugerville engaged ULI Austin to hold an exchange for elected officials, commission members, and senior staff to prepare for their new comprehensive planning process.



“ULI has enabled me to build relationships of value with professionals and industry experts who have become close mentors and friends. I love contributing to ULI research and initiatives because I feel like I am impacting the growth of our city in a positive way and I am learning so much in the process!”

Jessica G. Rollason, Gensler
Young Leader Mentorship Forum, Affordability Strategic Council,
Code Rewrite Workgroup, Housing Local Member Council
Member Since 2007

KNOWLEDGE FINDER

Connecting ULI Members to an expanding library of exclusive content. Access the collective, global knowledge of ULI and its members—anytime and anywhere.



[KNOWLEDGE.ULI.ORG](https://knowledge.uli.org)



I-35 CAP AND STITCH ADVISORY SERVICES PANEL

In February, ULI Americas provided an **Advisory Services Panel on the Cap and Stitch of I-35**. Recommendations focused on enhancing multi-modal access, affordability, and community vision.



TRANSIT ORIENTED DEVELOPMENT WHITE PAPER

Members of the ULI Austin Affordability and Transportation Strategic Councils worked together to develop this **document** recognizing opportunities for Transit Oriented Developments in Austin.

The councils also produced the **Transit Oriented Development** breakfast based on the paper.

21 DAY EQUITABLE DEVELOPMENT CHALLENGE

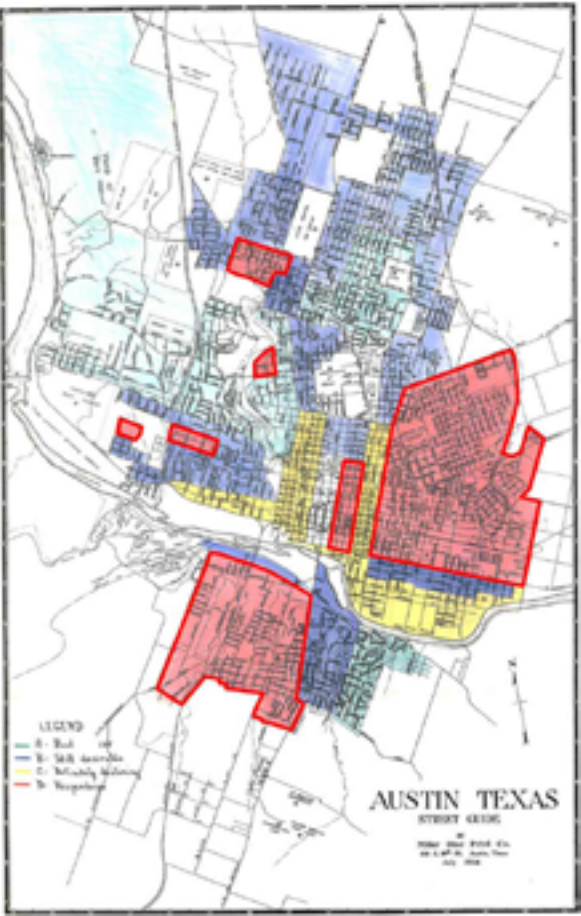
ULI is committed to be a catalyst for local change in the real estate industry and in our diverse communities. To start this work, ULI Austin produced a 21-Day Challenge. The goal is to spend time both personally reflecting and in group discussions to identify real actions we can take individually, at our company/organization, and as a community to address the inequities in the real estate industry.

WEEK ONE
DOING THE WORK: EDUCATING MYSELF & MY BUSINESS

WEEK TWO
THE ROLE OF THE REAL ESTATE INDUSTRY

WEEK THREE
HERE IN AUSTIN

Austin Red Line Map



The Challenge ended with What Do We Do Next? – a forum discussion to identify next steps and what role ULI can play in supporting actions to bring about Change.

2020 LEADERSHIP

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WOMEN'S LEADERSHIP INITIATIVE SEASON SPONSORS

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YOUNG LEADERS SEASON SPONSORS

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