

ULI TAMPA BAY LOCAL PRODUCT COUNCILS

Modeled after ULI's National and State Product Councils, Local Product Councils are small, exclusive, interdisciplinary groups of members that provide opportunities to connect with peers, impact cutting-edge local land use issues, share information, and network with industry leaders.

Through intimate discussions, presentations, and private site tours, members participate in an open exchange regarding lessons learned from regional projects and expand their base of professional knowledge. Members also have the chance to impact and advance the industry in their Council area through education of community members and leaders and creation and promotion of ULI research.

ULI membership is required to participate, but not to apply.

ULI Tampa Bay Councils

Housing - Affordable Housing and Suburban Land Development

The Housing Local Product Councils exchange best practices, emerging trends, and public and private approaches to producing and preserving all types of housing in the region. Issues of housing affordability, housing policy, and the creation, development, and financing of residential development in all income categories are of particular focus.

In FY26, among other activities, the Housing Councils helped advance the conversation in Manatee County about their housing challenges and toured interesting, innovative local projects.

Chairs: Affordable - Christian Leon, *Patel Family Foundation*, and Robyn Huber, *Diaz Fritz Group*;
Suburban Land - Anna Ritenour, *Barbas Cremer*

Placemaking

The Placemaking Local Product Council focuses on best practices and innovation in strengthening the connection between the people and the places of the Tampa Bay region and shaping vibrant public and private spaces to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define our Tampa Bay communities and inspires their ongoing evolution.



In FY26, the Placemaking Product Council was instrumental in ULI Tampa Bay's inclusion in Art in Place grant program which helped advance the conversation between developers and artists in Tampa and St. Pete and encourage forward motion on the activation of Marion Street in downtown Tampa. The Council also toured several stand-out projects including Amalie Arena and Ulele.

Co-Chairs: Keith Greminger, *Greminger Urban Design*, and Ivy Lupco, *Tampa Downtown Partnership*

Mixed-Use

The mission of the Mixed-Use Local Product Council is to explore best practices, lessons learned, and cutting-edge trends in development and redevelopment of urban and near urban mixed-use projects. Mixed-use projects typically include several of the following property types (but may include others): office, hotels, retail, residential, and parking. Council membership reflects a wide range of expertise and market representation with a focus on creating dense, connected, and vibrant places for Tampa Bay residents to live, work, and play.

In FY26, the Mixed-Use Council toured several interesting projects that are setting the standard in Tampa Bay, including the new Midtown office tower.

Chair: Jorge Fuentes, *Valor Capital Real Estate Development*

Culture

- Cutting edge and impactful at the local level
- Member-driven
- Diverse and exclusive
- Fostering a confidential, trusting forum for information exchange on the “state of the art” in the development field.
- Business and personal networking

Structure

- **Council Kickoff** – All Council members meet on the same day for a shared networking reception April 2026
- **Council Meetings and Tours (at least 4 a year)** – Councils decide on their own day/time/location and topic (beginning May 2026)
- **StimULI Breakfast Planning** – Each Council has the opportunity to plan one ULI Tampa Bay breakfast program related to their subject matter. Breakfasts are open to all ULI members and other industry leaders. Council members are strongly encouraged to attend (additional registration fee required).

Membership

Council Members agree to remain on the Council for a minimum of two years (fee will be charged annually each of the two years). Year One is \$400, Year Two is \$350 (does not include ULI membership).



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Council membership is selective, there is no guarantee of Council membership. Appointment to a Council is granted solely by each Council's leadership based on space availability, professional sector role, and the desire to balance the make-up of the Council membership roster. Payment of \$400 is due annually (\$800 total for the two years).

Each Council seeks representation from the following:

- Development firms and REITs
- Engineering and construction firms
- Financial institutions including lending, investment, or institutional sales
- Professional service firms such as planning, architecture, economics, law, and brokerage
- Public sector: city, county, and regional
- Academic and non-profit institutions

We strive to create a diverse mix of mid- to senior-level members from all facets of the industry on each Council. Developer members are given preference.

- Each Council will include 20 to 35 members
- ULI Associate or Full membership required (must join by the first Council meeting in April)
- One or two Young Leader spots reserved per Council

Two Year Product Council Membership Fee Year One - \$400 *(does not include ULI membership)*

Timeline

Apply by April 11, 2025

Apply Here: https://urbanlandinstitute.qualtrics.com/jfe/form/SV_3xDpqldZOSJCrFY

OR Scan the QR Code Below



Applicants notified of acceptance by April 18, 2025

- Council fee must be paid and ULI membership must be active no later than the first Council meeting in April.

Council Kick-Off Meeting will be on April 29, 2025.



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