
ANNUAL REPORT 2020



Northwest Arkansas

*A TRUSTED AND RELIED-UPON NETWORK OF LEADERS
ADVANCING RESPONSIBLE LAND USE AND DEVELOPMENT*

VIEW FROM THE TOP

JEREMY HUDSON
CHAIR FOR MISSION ADVANCEMENT



“...WE ARE BETTER POSITIONED FOR GROWTH AND IMPACT.”

While it feels like I have been engaged with ULI for a long time, it was only seven years ago that I attended my first ULI event, the 2013 Fall Meeting in Chicago. That meeting was an eye opening experience, one that introduced me to the depth of knowledge and expertise of ULI membership.

Over the next three years, I consumed as much ULI programming as I could and grew from my engagement in the Redevelopment & Reuse Product Council, as well as the early years of the Building Healthy Places Initiative. Through relationships I formed at the ULI national level, I began to understand the impact that local district councils were making in their communities. This motivated me to begin sharing my experience with my colleagues here in NWA and, in 2016, the very first NWA cohort traveled to the ULI Fall Meeting.

In the four short years since that initial trip, Northwest Arkansas has established our own satellite district council, received a capacity building grant from the Walton Family Foundation, hired two staff members, and hosted numerous successful events and programs. Membership that started with just those curious few in 2016 has grown to 63 strong.

2020 has been a year of challenges; like most organizations, ULI Northwest Arkansas has had to innovate, learn new ways to connect with people, and ultimately deliver value. But ULI NWA is stronger for it and, like NWA as a whole, we are better positioned for growth and impact.

As we move into 2021, I am humbled and excited to continue building on the solid foundation we have laid for ULI Northwest Arkansas. **We are realizing our vision: to become a trusted and relied-upon network of leaders advancing responsible land use and development.**



LAYING THE GROUNDWORK

STANDING ON OUR OWN

Since 2018, ULI Northwest Arkansas has grown from a volunteer-led satellite of ULI Oklahoma, to a fully-organized, NWA-branded affiliate delivering value to our members and responding to the needs of our region everyday.

STEP ONE. BUILD CAPACITY

Hiring, training, and resourcing staff members was among the most important early accomplishments for our young organization. This critical step allows our chapter to advance the ULI mission day-in and day-out.

STEP TWO. ASSEMBLE THE TEAM

Our Management Committee of respected regional professionals ensures that we possess the bold ideas, far-reaching network, and sound governance required to fully achieve our vision for ULI NWA.

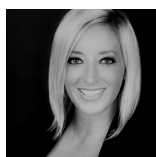
STEP THREE. SEE THE FUTURE

A thoughtful 2021-2024 Strategic Plan charts a dynamic and purposeful course. This important document guides the delivery of our programs and our goals for growth as we serve the development and land use disciplines throughout the region.

ULI NWA STAFF



Wes Craiglow
Coordinator
ULI NWA

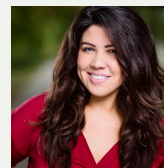


Rikki Manen
Dir of Programs & Outreach
ULI NWA

ULI NWA MANAGEMENT COMMITTEE



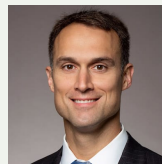
Jeremy Hudson
CEO
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ULI NWA Chair



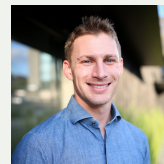
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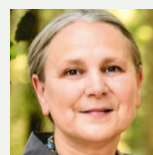
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Jill Dabbs
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Downtown Springdale Alliance



Brenda Anderson
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Ryan Hale
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ULI, BY THE NUMBERS

HARNESSING THE POWER OF A GLOBAL NETWORK

“Everything ULI does is centered around building better communities for current and future generations.” — ULI Global Chairman, Owen D. Thomas

45,000+



Current ULI members representing the real estate and land use industry across 82 countries



20,000+

Unique member visits to the ULI Navigator in 2019/20, seeking 10,000 unique opportunities to engage the ULI network

Industry leaders who attended a major global convening or a ULI regional conference during 2019/20

15,000+

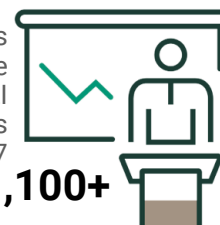


5,000+

Case Studies, Advisory Services Panel reports, Emerging Trends reports, and more now published in Knowledge Finder

Advisory Services Panels and Technical Assistance Panels delivered by ULI members to communities since 1947

1,100+



5,400+

High school and university students who participated in ULI's UrbanPlan program in 2019/20

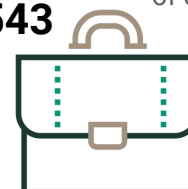


48

Universities in the United States and Canada that participated in the 2019/20 ULI Hines Student Competition

Companies that are corporate members of ULI

543





ADVANCING THE MISSION

2020 AT A GLANCE

This year's NWA calendar included regional events in both physical and virtual formats that attracted hundreds of leaders from across the industry. We also convened Technical Assistance Panels to support local municipalities, presented ULI research to outside groups, and grew a robust online audience. **This is the power of ULI, delivered to NWA.**



12 EVENTS +
891 ATTENDEES

2 TECHNICAL
ASSISTANCE
PANELS

8 PUBLIC
SPEAKING
ENGAGEMENTS

>100k
SOCIAL MEDIA
IMPRESSIONS

OVER THE HORIZON

2021-2024 STRATEGIC GOALS

In 2019, ULI NWA began a strategic planning process that included surveys, key leader interviews, and a number of committee workshops. Our planning effort continued throughout 2020 with a focus on aligning the resources of ULI and the power of our professional network to the challenges and opportunities found here in Northwest Arkansas. From that work, we have developed four strategic goals intended to increase our level of engagement and the positive outcomes we deliver to our communities.

ONE. INCREASE ULI NWA BRAND TRUST AND AFFECTION

As one of the newest nonprofits in the region, it is critical to establish trust within the development and land use communities, and bond the hearts and minds of that same audience to our mission, the ULI network, and the value we create together.



TWO. GROW AND LEVERAGE A DIVERSE AND ACTIVE NETWORK

“ULI is its members” must be more than a slogan — it must represent who we are and how we function when we’re at our best. With that in mind, ULI NWA will become a network of engaged members who are at once consumers and delivery agents of our efforts, and who seek opportunities to share their expertise in volunteer leadership roles.

THREE. DELIVER UNPARALLELED SERVICES AND PROGRAMS

ULI NWA will be the preeminent regional organization sought to inform development and land use decisions at the highest levels. We will maintain a network of industry professionals capable of delivering valuable educational content and solving important regional problems. We will inspire the healthiest, most sustainable, and highest-performing built environment possible for future generations of NWA.



FOUR. DESIGN AND ACTIVATE A SUSTAINABLE REVENUE MODEL

Although our presence in NWA has been made possible by a generous capacity-building grant from the Walton Family Foundation, that financial support must be replaced in the coming years by consistent, resilient revenue streams activated through membership growth, exceptional programs, and a robust family of sponsors.



BE PART OF THE GROWTH

STAY INFORMED

Follow ULI NWA on social media
and subscribe to our newsletter.

[ARKANSAS.ULI.ORG/CONNECT](https://arkansas.uli.org/connect)



BUILD RELATIONSHIPS

Meet industry leaders at regional events and
national conferences.

[ARKANSAS.ULI.ORG/EVENTS](https://arkansas.uli.org/events)



GET INVOLVED

Gain industry recognition, share best
practices by serving on a committee, or
mentor the next generation.

[ARKANSAS.ULI.ORG/PROGRAMS](https://arkansas.uli.org/programs)



Northwest Arkansas

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