



## Dear ULI Philadelphia Members and Sponsors

Midway through our fiscal year, I am glad to report to you that the State of the District Council is strong.

Our [member-led strategic plan](#) resulted in organizational enhancements while maintaining the core values of ULI PHL. Our progress is exhibited by our continued strength in membership; an impressive increase in annual sponsorship; fall programming that provided unique and substantive perspectives while setting record attendance numbers; a well-managed financial operating budget, projecting a robust fiscal year; and – most importantly – our members are engaged in our work and leading the industry.

We continue to support our immensely capable leadership group championing councils and committees while providing relevant and impactful content. We are taking a close look at our brand identity hoping you will notice a fresh approach which enriches our District Council and uses the foundation of the strategic plan to boost our platform.

Thank you to our members and sponsors for your commitment to ULI, through whom all of this is possible. Please feel free to reach out with questions and best wishes for a highly successful 2018!

Best,

Paul Commito  
Chair, ULI Philadelphia  
SVP – Development, Brandywine Realty Trust

## Strategic Plan Priority Areas

### 1 Sustain a Robust Organization

- Adjusted **sponsorship structure** and created new marketing collateral, resulting in an increase in annual sponsorship of 45% over FY17.
- Appointed 24 **new Co-Chairs**; relaunched Programs and Membership operational committees.



### 2 Create a Well-Balanced Community and Enhance Member Value

- Launched four **new local product councils**: Housing, Technology & Competitiveness, Policy & Planning, Small Scale & Impact Development with over 80 members participating.
- 38 young leaders are being mentored by 23 local ULI leaders through the **ULI Mentorship Program**.

### 3

### Drive ULI's Mission by being a Leader at the Forefront of Issues

- Technical Assistance Panels (TAPs)** for the North Broad Amtrak Station, West Fairview Waterfront Redevelopment, Harrisburg Third Street Corridor; engaging **30 members volunteering** as expert panelists.
- Received two ULI national grants: **Healthy Corridors**, bringing national leaders to advise the Grays Ferry Community on development and health and an initiative to provide memberships to **university students**.
- Engaging with City leaders through the **Mayor's Historic Preservation Task Force** and providing technical assistance on **key housing policy issues** with support from the ULI Terwilliger Center.

### 4

### Promote the Greater Philadelphia Area and Region

- 120 members attended national meetings; 44 members serving on national product councils
- ULI co-signed [this Op-Ed](#) on the strength of the region's civic infrastructure and hosted Amazon HQ2 leadership.



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# Programs in Review



13 programs with 1,658 total attendees to date in FY18; 60% of events sold out.

Highly successful **Real Estate Forecast** set records in social media attention, press coverage, attendance and sponsorship.

The **Housing Affordability Question** leveraged national resources, local leaders and initiated a policy dialogue.



Stimulating and often hilarious conversation with leaders in civic and public spaces at **Inside the Urbanists Studio**.

Deal presentations from local real estate development entrepreneurs to an experienced panel of “shark” investors and real estate experts at **Shark Tank**.

**Student participation** increased at all programs through Fellows Program to support content and social media.

The region’s development outlook explored at Reaching for the Future: **Lehigh Valley Financing and Development Outlook**.



In-depth discussion on industry trends at **Predicting the Now: How Technology is (Re) Shaping Real Estate**.

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