

STRATEGIC ACTION PLAN



ABOUT ULI PHILADELPHIA

THE URBAN LAND INSTITUTE provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI is a global non-profit, mission-driven organization fueled by over 40,000 members representing the entire spectrum of real estate development and land use disciplines in private enterprise and public service.

The Philadelphia District Council, comprised of over 1,000 members, further promotes this mission throughout Greater Philadelphia, the Lehigh Valley, Central Pennsylvania, Southern New Jersey, and Delaware by advancing the open exchange of ideas, research, and practical experiences among industry leaders dedicated to developing better places.



WE ARE COMMITTED TO



Providing valuable information and **relationships**



Leaving an impact on our **communities**



Building to create **enduring value**



Advancing the use of **best practices** in sustainable urban development



Providing access to current, cutting-edge research tools, data, and case studies to inform **better decision making**

OUR GOALS

WE ARE AT AN EXCITING JUNCTURE for ULI Philadelphia. This plan is a **framework** for the future. We need you, the future leaders of the organization, to define and drive these areas and our work. Join us to make an impact.

01



Sustain a robust organization

- **Recruit** new members
- Cultivate and empower members to be **leaders**
- Marshal **resources** to support and improve our work
- **Communicate** our mission and impact to the public

03



Promote the Greater Philadelphia Area and region

- **Highlight** projects and stories through the ULI platform
- **Connect members** through local programming, thought leadership, and business resources
- **Partner** with like-minded organizations to support the region and our communities

02



Create a well-balanced community and enhance member value

- **Diversify** membership across race, age, gender, and disciplines
- Calibrate structure to be **nimble**, impactful, and responsive
- **Engage** members through affinity and multidisciplinary groups

04



Drive ULI's mission by being a leader at the forefront of issues

- Create **content** that leverages ULI Global resources and advances key issues
- Provide members with **competitive tools** and experiences
- Advocate responsible land use policies by serving as a **thought leader** and convener
- **Collaborate** with strategic partners by providing real-time support

FOCUS AREAS THAT WILL DRIVE OUR WORK:

LEADERSHIP



- Leadership **training** series, roundtables or other programming
- ULI leadership **ladders** for engaged members
- **Thought leadership** around land use and development issues

TECHNOLOGY AND COMPETITIVENESS

- **Emerging technologies** and disruptors in real estate and planning
- **Leveraging assets** to maintain and increase economic competitiveness
- **Transportation** and infrastructure planning



HOUSING



- **Trends** in housing products, development, design, and finance
- **Affordable housing** development solutions, housing affordability, and quality
- **Preserving neighborhoods**, housing opportunities, and housing quality

NEIGHBORHOOD DEVELOPMENT

- **Small scale** development needs, challenges, and solutions
- **Socially responsible** and impact development trends
- **Models** in neighborhood-focused real estate



JOIN US!

MEMBER-LED COUNCILS AND COMMITTEES are the best ways to get involved. Opportunities to work closely on areas of interest, develop programs, drive the ULI mission and serve a leaders.

For more information on how to get involved, roles and responsibilities or requirements please contact us! Tell us about your interests by [submitting an engagement form](#)

01. LOCAL PRODUCT COUNCILS

Product councils are multidisciplinary groups that exchange ideas, discuss relevant projects and topics, and develop a program of work related to the ULI mission.

- Housing
- Policy and Planning
- Small Scale and Impact Development
- Technology and Competitiveness



04. REGIONAL COUNCILS

Extend ULI's access, engagement, and opportunities across the tri-state region.

- Central Pennsylvania
- Delaware
- Lehigh Valley
- Southern New Jersey



02. AFFINITY GROUPS

Engage with professional cohorts and peers. These committees provide opportunities to engage similar professionals through educational development, networking, programming and leadership.

- NEXT – for emerging leaders; by application



03. COMMUNITY OUTREACH COUNCILS

Provide community impact.

- Scholarship
- Technical Assistance (TAPs) - harness the multidisciplinary expertise of members to help communities solve challenging land use, development, and redevelopment issues.



05. MANAGEMENT COMMITTEES

Contribute to the overall operations and success of the District Council.

- Management
- Governance
- Advisory Board
- Programming
- Membership
- Communications
- Sponsorships
- Signature Programs:
 - Awards for Excellence
 - Real Estate Forecast & Capital Markets

