

NAIOP San Francisco Bay Area

BY THE NUMBERS

2020

www.naiopsfba.org

120

CRE professionals active on the Board of Directors and in leadership roles

725 members

6
5
2
Developing Leader members

50+
events per year

56 sponsors

1170

legislative and regulatory measures monitored in session

2,500 attendees

8th largest NAIOP chapter

3
7
2
companies represented by members

NAIOP
COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION
SAN FRANCISCO BAY AREA CHAPTER

NAIOP Education and Events

NAIOP SFBA hosts a wide variety of educational and networking programs for our members. In 2020, there have been **57** total programs & events (so far) with over **3,300** registrations and **2,500** attendees.

- *NEW* Zoom-in Webinar Series
- Real Estate Insider Lunches
- Best of the Bay Awards
- Bay Area Dealmakers
- Social Happy Hour Networking
- Real Estate Challenge (Cal vs. Stanford)
- Annual Capital Markets Update & Economic Forecast
- Community Service Outreach Events
- Joint Events with other NAIOP Chapters
- Industrial-Focused Events
- Diversity & Inclusion Focused Events
- Behind the Scenes Tours
- Developing Leaders
- NAIOP Executive Development (NED) Program
- Young Professionals Group

Government Affairs

In 2020, NAIOP dramatically expanded its Government Affairs Committee and local advocacy efforts.

NAIOP monitored over **1,170** legislative and regulatory measures this session through its active participation and financial support of the CA Business Properties Association (CBPA) which provides lobbying and representation at the state level.

In 2020, NAIOP took new steps in local advocacy hiring a San Francisco-based lobbyist, New Deal Advisers, to assist in monitoring important issues, making key introductions, and proactively advocating on local legislation impacting commercial real estate. We also founded new collaborative relationships with the San Francisco Chamber of Commerce and Save our SF Jobs Coalition campaigns to fight new proposed city tax increases.

Our Government Affairs Committee is now keeping our members and sponsors better informed and alerted to new legislation through the launch of a one-page quarterly update highlighting legislative priorities for member/sponsor attention.

This year, the Chapter took decisive action with other California Chapters in opposing **SB939** Commercial Eviction Moratorium, **which we ultimately defeated**, as well as fundraising and campaigning for the **No on Prop I** Transfer Tax Increase and **No on Prop 15** Split Roll Tax campaigns for November. **NAIOP allocated over \$180,000 to local and state advocacy causes and efforts** this year and we would not be able to continue this important advocacy on behalf of the local commercial real estate community without the support of our sponsors and members.

ZOOM-IN WEBINAR SERIES OFFERINGS IN 2020

- A California State Legislative Update
- A View From The Retailer
- Commercial Real Estate Debt Markets
- Conversation with Three Brokers
- How Will Prop 15 Impact California CRE
- Industrial Designing for Today & the Future
- Industrial Trends Amid COVID-19 & Beyond
- Landlord Strategies & Responses to COVID Driven Lease Issues
- Leases & Loans Feeling the COVID-19 Effects
- Life Sciences Today
- Market Update -Office Leasing
- Real Estate Technology in the Evolving COVID Landscape
- Save SF Jobs
- Venture Capital & Private Equity
- What's Ahead for Multi-Family



NAIOP Operations

NAIOP is governed by a Board of 19 with support from 17 active committees & sub-committees, and an Advisory Council. Operations include a dedicated management team and headquarters office located in downtown San Francisco.

Communications

NAIOP has expanded its communications and marketing efforts in recent years to more fully utilize social media and to partner with traditional media. NAIOP maintains a website and regularly provides member-only content through our monthly newsletters, industry alerts, podcasts and event recaps.

Leadership Development

NAIOP created an innovative leadership program called the Young Professionals Group (YPG), a twelve-month, educational forum designed to educate, develop, connect and elevate newer/younger professionals that are NAIOP members to learn from senior real estate professionals across the disciplines. Now in its 8th year, **over 200 participants** have graduated to date and an alumni group has formed to maintain the connections and provide continued opportunities for engagement.

New in 2020, NAIOP has launched a next step for mid-career education called the NAIOP Executive Development (NED) program, a six-month personal and professional development program focused on providing its members the skills they need to take the next steps in their commercial real estate careers.

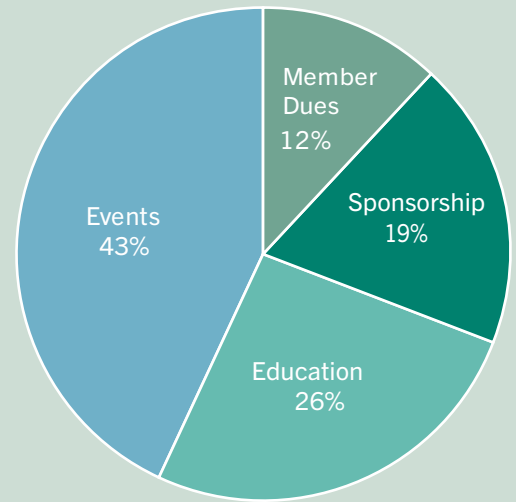
Our NAIOP Chapter was also pleased to offer the Developing Leaders (DL) Mentorship Program again this year, during which participating members under the age of 35 benefited from the experience, guidance and ideas willingly shared by the mentors. Participating DLs matched themselves with the industry leaders they wanted to meet. This year's program featured 22 senior professionals as mentors and there were a total of **44 connections** that took place.

Diversity & Inclusion

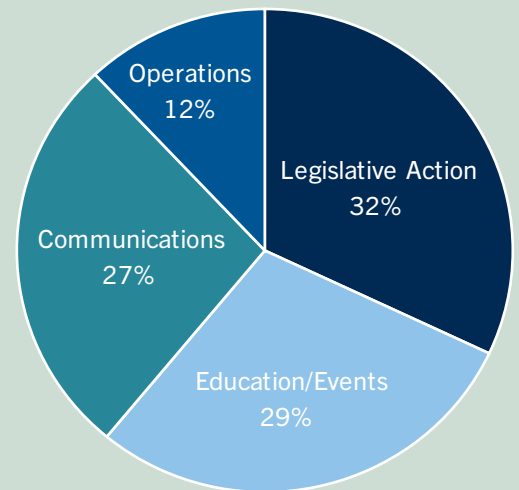
NAIOP SFBA believes that individuals and businesses achieve the best outcomes in environments that embrace a diversity of backgrounds, experiences, and viewpoints. The mission is to provide leadership, infrastructure, and a forum to share perspectives and best practices, in order to **foster a culture of diversity and inclusion in all aspects of NAIOP SFBA's work and in our broader Bay Area Commercial Real Estate community.** To ensure that this commitment is carried out, NAIOP SFBA established the I.D.E.A. Committee (standing for Inclusion, Diversity, Equality, and Accountability) in 2018, whose charge is to ensure that diversity and inclusion are considered in all organization activities, actions, and decisions.

In 2020, the IDEA committee has grown to over **15** members focused on projects in the realms of communications and outreach, mentorship and volunteering, as well as HR resources and best practices. We have also created an online library making many of these diversity-focused resources available at no cost to our members and sponsors.

NAIOP'S ANNUAL OPERATING REVENUES



YOUR MEMBERSHIP DUES SUPPORT



THANK YOU TO OUR ANNUAL CHAPTER SPONSORS

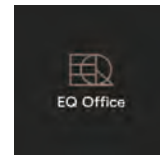
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