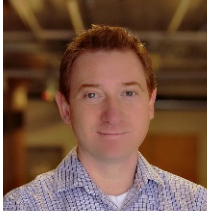


## 2016 Community Enhancement Committee – Business Plan



Name	Position	Email
Tim Syverson	Outgoing Chair	tsyverson@landauinc.com
Kristin Glandon	Co-Chair	kglandon@ahbl.com
Torrey Davis	Co-Chair	tdavis@jtm-construction.com
Kristy Alley	Board Liaison	kristy.alley@stantec.com

**Committee Members:**

Andrew Mark, Turner Construction Company  
 Andrew Donaldson, Sellen Construction  
 Andrew Patterson, Stuart Silk Architects  
 Anna Gowans, Evolution Project  
 Bradley Freeman, Triad Associates  
 Bryce Taylor, GLY Construction  
 Candy Pfluger, Peterson Sullivan P.S.  
 Carrie Gartside-Anthony, First American Title Insurance  
 Chuck Clegern, Express Construction  
 Dave Rauma, Lease Crutcher Lewis  
 Dave Stolecki, Valley Electric  
 Doug Baker, Lease Crutcher Lewis  
 Elik Grin, MG2  
 Eric Overton, Stantec  
 Garo Pehlivanian, Coughlin Porter Lundeen  
 Ike Burkett, Skanska

Joe Stockton, Ashbaugh Beal  
 John Pietromonaco, Hill-Raum-Pietromonaco  
 Kathleen Garrity, Associated Builders & Contractors  
 Kristy Alley, Stantec  
 Kylie Schluter, Pacific Project Management  
 Lauren Everson, BNBuilders  
 Louis Han, BNBuilders  
 Mathew Lambert, Howard S. Wright  
 Matt Smith, Economic Alliance Snohomish County  
 Max Anderson, Pacific Project Management  
 Nathan Jenkins, Mortenson Construction  
 Rodger Benson, Mortenson Construction

**CREATING VISION**

*Our vision is to...*

Utilize the collective talent, unique skills and donations of the committee members and volunteers to benefit the community with an annual service project. The community benefits from NAIOP’s efforts, and NAIOP members grow personally and professional through their generosity.

**DEFINING OUR LONG-TERM GOALS**

*In the next 3-5 years, we plan to...*

Continue to build upon the success of the past few years' projects and make big differences for organizations that contribute to our community.

**RETHINKING OUR STRUCTURE**

The Community Enhancement Committee is focused on a large annual project that takes a lot of planning, organizing and fundraising throughout the entire year. The entire committee meets once a month to focus on these tasks. Subcommittees form throughout the year as the project date nears and meet outside of the monthly meeting. Subcommittees typically include:

- Planning Committee
- Project Site Selection Committee

- Sponsorship Committee
- Registration Committee

## DEVELOPING STRATEGY

Strategy	Target Date	Subcommittee Assigned	Critical Success Factors
Brand the NAIOP Foundation as a leading philanthropic organization in commercial real estate in Washington	Q1	Chairs	Collaborate with the MarCom Committee to promote NAIOP's philanthropic efforts and annual CE event. Add a way for individuals to personally contribute to the annual CE project. Submit the annual CE project for NAIOP Corporate's awards.
Increase CE's annual sponsorship revenue and in-kind sponsorships.	Q1, Q2, Q3	Sponsorship Committee	Solicit early funding to ensure adequate resources and determine which projects can be funded on the day of the event well in advance.
Select the annual CE project.	March/April	Project Selection Committee	Select a project early enough to allow enough planning time. Evaluate the selected organization to ensure they are organized, communicative and available day-of to ensure success on project.
Build the new member experience and promote NAIOP's community service efforts.	Q3	Chairs	Work with the Membership Committee to increase participation amongst new members for the annual Community Enhancement event.
Engage younger professionals in the annual Community Service event.	Q3	Chairs	Engage the Developing Leaders Committee to find ways to include not only DL Committee members but all of NAIOP's Developing Leaders.
Improve day-of volunteer engagement.	Q3	All	Identify ways to keep volunteers engaged and busy during the event to prevent early departures.
Use CEC to engage UW and its students	Sept. 2016	Chairs	Work with design professors to incorporate the event into curriculum. Possibly attend a lecture and invite students to the event.

## PLANNING OUR CALENDARS

Event	Date	Budget	Venue	Purpose
Monthly meeting	2 <sup>nd</sup> Monday of every month	\$0	GLY in Bellevue	Plan and strategize for the main event
CEC event	1 <sup>st</sup> or 2 <sup>nd</sup> Saturday of Oct.	\$50k	Different site each year	Makeover a chosen project site in one day.

## ENERGIZING ALLIANCES

Committee Alliance	What Do We Want?	What Do They Want?
Marcom	Marketing and media exposure for our project and NAIOP	Market NAIOP
Developing Leaders	To reach out and include young professionals	Networking opportunities
Membership Committee	Engagement and volunteering from new NAIOP members	Networking opportunities and a way to meet other NAIOP members

## MEASURING PROGRESS AND ACHIEVING RESULTS

1. Raise at least \$45,000 in sponsorship dollars and in-kind donations for the event. Stretch goal: \$55,000.
2. Engage 350-450 volunteers on the day of the event.
3. Have enough money left over after the event to do one additional project on the site.
4. Get 5% of new NAIOP members to participate in the annual CE event.

## SUPPORTING THE STRATEGIC VISION

*For 2016, we are committed to...*

1-4 Facilitate interaction between members of all ages;

- Strengthen mentorship program;
- Use CEC to engage UW and its students - work with design professors to incorporate the event into curriculum. Possibly attend a lecture and invite students to the event.

2-3 Facilitate direct communications and interaction with industry leaders and peers.

2-5 Create more opportunities for community involvement.