

## 2016 Real Estate Challenge – Business Plan



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### Committee Members:

Matt Anderson, Heartland LLC  
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Blake Carbonatto, Wells Fargo  
David Dale-Johnson, University of Alberta  
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Mark Monroe, University of British Columbia  
Kent Mueller, Kidder Matthews  
George Rolfe, University of Washington  
Tsur Somerville, University of British Columbia

Denny Anderson, Reis Real Estate Investment Services  
Glenn Crellin, Washington State University  
Scott Faulkin, Faulkin Associates  
Lee Greave, Intervest  
Al Levine, Seattle Housing Authority  
Brian Moore, City of Richland  
Brian Rockey, Peoples Bank  
Todd Rowe, Siemens  
Bryce Taylor, GLY Construction

### CREATING VISION

*Our vision is to engage and challenge students to study a current real estate opportunity and creatively develop a proposal that maximizes a property's financial potential. The process offers NAIOP members and sponsors insight into a specific market and contact with those who know it best, while simultaneously providing students with the opportunity to interact with NAIOP industry leaders and subject matter experts. Ultimately, the goal of the Real Estate Challenge is to create a useful and enjoyable learning experience for the membership by showcasing the Challenge's comprehensive coverage of all aspects of urban real estate development from market environment to finance and execution.*

### LONG-TERM GOALS

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

Ensure the continued development of the challenge as a value-add component of NAIOP membership.

To do this, we must:

- Develop strategies to increase member interest, participation and net income.
- Create a broad, active and engaged committee.
- Safeguard the long-term stability and success of the Real Estate Challenge (REC) by maintaining participation from at least three university teams.
- Improve our site selection process to result in the procurement of compelling, market-relevant sites at an earlier date, preferably before August.
- Develop set roles for committee members to spread the load into meaningful component parts.
- Establish a pattern for alternating the challenge location between Seattle, Vancouver and possibly Portland.

## RETHINKING OUR STRUCTURE

- Revisit our committee roster and update it to reflect active participants.
- Review who has been active in the past and might be willing to re-engage.
- Identify three or four primary divisions within the Challenge, breaking the project into meaningful parts that can be taken on by individuals or sub-groups. Potential roles and/or subcommittees:
  - Site Selection
  - RFP process coordinator
  - Mentor, evaluator and judge coordinator(s)
  - Event coordinator
  - Budget & Sponsorship coordinator

## DEVELOPING STRATEGY

Strategy	Target Date	Subcommittee Assigned	Critical Success Factors
Identify a market relevant site and site sponsor.	8/1/15	Site selection	Start early and seek input from numerous sources. Leverage e-mail communications via NAIOP. Target geographic areas that are topical in the current economy
Generate a concise RFP	11/1/15	RFP coordinator	Obtain site documentation and goals from sponsor, cross-reference with interests of schools, set clear goals and format for deliverables.
Select a kick-off and judging venue.	12/10/15	Event coordinator	Locate a venue to accommodate ±60 people that has good acoustics, geographically close to the site, and hopefully, low cost or free.
Secure additional sponsors	1/15/16	Budget/ sponsorship	Use the chosen site as a carrot to meet or exceed the target for income generation.
Develop a comprehensive mentor group	1/15/16	Mentor, evaluator, and judge coordinator	Seek input from sponsor to ID potential mentors, and others who know the market and are stakeholders in some capacity. Ensure that each mentor understands what they will be doing and is willing to participate.
Facilitate direct communications and interaction with industry leaders and peers.	1/15/16	All	Work with MarCom to leverage Social Media to promote the Real Estate Challenge not only in Washington State but also in Vancouver and Portland.
Ensure programing is continually relevant to industry leaders	1/31/16	Mentor, evaluator, and judge coordinator	Engage Programs Committee to identify subject matter topic and experts for the REC Breakfast.
Use REC to engage students	1/31/16	Event coordinator	Host a joint reception with the Developing Leaders Committee to facilitate interaction

			between members of all ages and REC students.
Engage evaluator and judging panels	2/21/16	Mentor, evaluator, and judge coordinator	Identify judges (2-4) who are high profile developers with expertise in the product(s) proposed by the teams; and evaluators for each market sector. All must be willing to pre-review the proposals and participate in the judging and breakfast events.
Review 2017 business plan, budget, and marketing campaign in spring	Q2 2016	All	Spring is the time to innovate. Review goals, successes, and challenges. Develop a communications strategy and program for exciting the NAIOP membership during site selection process and maintaining the committee's visibility.

## PLANNING OUR CALENDARS

Event	Date	Budget	Venue	Purpose
REC Kickoff	January 15		TBD	Into to the site / challenge
REC Judging	March 8		TBD	Review of proposals
REC Breakfast	March 9		TBD	Presentation of the challenge / market / winner to NAIOP membership

## ENERGIZING ALLIANCES

Committee Alliance	What Do We Want?	What Do They Want?
Programs	Successful REC Breakfast Program	Successful REC Breakfast Program
Developing Leaders	Successful judging celebration	Successful St. Patrick's Day Event
Marcom	Challenge marketing	Consistent NAIOP messaging

## MEASURING PROGRESS AND ACHIEVING RESULTS

1. Secure three participating university teams for the 2016 REC.
2. Increase the number of active committee members to 8 and recruit a diverse group of members.
3. Exceed 250 attendees for the REC Breakfast. Stretch goal is 275.

## SUPPORTING THE STRATEGIC VISION

*Each NAIOP Committee is requested to support three goals from the 2013-2017 Strategic Plan.*

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

- 1-2 Ensure programing is continually relevant to industry leaders.
- 1-4 Facilitate interaction between members of all ages; Use RE challenge to engage UW and its student.
- 2-3 Facilitate direct communications and interaction with industry leaders and peers.