



2012 Guidelines and Process for Submitting a Request For Research Funding

Updated January 2012

The NAIOP Research Foundation has an ongoing program to solicit research proposals and fund research. Successful research proposals will:

- Be original (e.g., the research should not be redundant with existing credible research)
- Be applied and practical, rather than theoretical, in approach
- Translate any statistical modeling into applications
- Provide take-away value that has North American, rather than local or regional, impact

Research Agenda

Project Types

Our primary research agenda is focused on building a knowledge base that will provide information for **industrial, office, retail, medical/healthcare and mixed-use real estate** developers. Research can focus on specific real estate product types or on topics related to the “health” of real estate companies and the industry. The Research Foundation welcomes research proposals on development issues pertaining to both **suburban and urban locations**.

The NAIOP Foundation is particularly interested in receiving proposals for research and white papers on topics like the ones on p. 2. However, this list of topics is not exclusive. We welcome proposals on other topics of interest to NAIOP members, as outlined in the paragraphs above.

The most promising proposals will be reviewed by the NAIOP Foundation Research Committee, which will recommend funding for selected projects.

2012 Emerging Areas of Interest

Economic Development

- **Potential Ramifications of Local/State Fiscal Challenges on Local/State Property Markets.** Research should entail developing case studies; logging a list of the current local/state entities in financial distress; creating an inventory of current proposed remedies and how they would impact property markets; and/or a blue sky solution that proposes a way to improve the fiscal health of local/state governments without negatively impacting property markets.

Industrial Development

- **Spec Development Timing and Strategies.** Research should take the form of a checklist/decision tree that developers could use to evaluate the viability of a spec opportunity. This could be supplemented by case studies and other materials.
- **The Return of U.S. Manufacturing and Its Impact on the Industrial Space.** Research should address which manufacturing industries are expected to grow/re-shore in the United States in the next 5-10 years, as well as the megatrends that will drive their location decisions, and which markets will benefit the most.

Land Strategies

- **Land Parcels: Assessment Tools for Zoning (Use & Density) and Best Practices for Assembling Parcels.** Research should lay out a plan/questions to ask, that developers could use to evaluate the risks of assembling a land parcel, and chart a course that will lead to efficient, cost-effective assembling of the parcel, with an eye on successful build-out or other exit strategy.

Multi-use Development

- **Determining the Viability of Assets for Vertical/Multi-use.** Research should include a step-by-step approach with case studies that can guide developers in understanding and overcoming the challenges that make vertical/multi-use development different from horizontal/mixed-use development.

Medical Office/Life Sciences

- **Medical Office/Life Sciences: National and Regional Models and Leasing Trends.** Research should be wide-ranging and discuss models and leasing trends of a variety of medical office formats (e.g., medical office/campus development, converting retail space to medical uses, etc.)

Office

- **Re-tenanting Best Practices for Office Landlords.** Research should explore the priorities and best practices of what office landlords need to know about recruiting, negotiating with and assessing prospective new tenants' risk and business models, as well as tenant improvement trends, costs and more.

Retail

- **Emerging Retail Sectors And Their Impact On Future Development Of Neighborhood Centers And Mixed-Use Projects.** Research should explore the types of retail centers that will continue to grow, and which will become less popular or vanish completely – as well as metrics and models for retail success in neighborhood centers and mixed-use projects.

Funding Range

Typical research grants are in the \$10,000 – 12,000 range. However, broad-reaching projects that provide critical information for the industry will be considered, but should not exceed an upper range of \$25,000. White papers are also encouraged, and grants for these are in the \$3,000 – 5,000 range.

Some projects may receive tentative approval, pending co-funding and/or corporate underwriting, to be arranged by NAIOP and/or the research applicants.

Process for Applying for Research Assistance

The NAIOP Research Foundation reviews research assistance requests in the Spring. For the Spring 2012 cycle, submit your proposal no later than **March 15, 2012**. All applicants will be contacted no later than **May 15, 2012**, regarding which research projects the Foundation has decided to fund.

To be considered, you must submit an **abstract** (250 words or less) **AND** an **executive summary** of your request for funding, formatted as a Word file.

Your packet should also contain the following:

Proposal Checklist

Prepare a brief request covering the following points:

- Background of the issue/topic
- Purpose of the research
- Proposed research process
- Hypothesis or possible outcomes from the research
- Work product/deliverables
- Impact of the results on NAIOP members and/or the commercial real estate industry's activities
- Timetable
- Estimated cost
- Potential vendors/researchers who would conduct the research

Consideration

The NAIOP Research Foundation will be acknowledged as a source of funding for the research, and we will have unlimited rights to use of the deliverables from the study. The NAIOP Research Foundation retains ownership of the funded research; researchers can request to reuse, repackage and/or republish the research in other projects or reports.

Individuals involved in selecting the vendor/researcher must disclose in writing the nature of any vested interests/relationships they have with the vendor or its employees. Please note unless otherwise agreed to, the NAIOP Research Foundation requires a confidentiality agreement with the vendor/research company or institution, along with full and complete ownership of the work product.

The NAIOP Research Foundation is a Delaware non-profit corporation, which is tax exempt under 501(c)(3) of the U.S. Internal Revenue Code (IRC) and a public charity under IRC 509(a)(1). None of its funds may be used to support or carry on lobbying activities or voter-registration drives. These guidelines are subject to change without prior notification.

Further Information

Requests for funding should be submitted to research@naiop.org. For additional information, please contact Sheila Vertino, NAIOP Research Foundation, 2201 Cooperative Way, Suite 300, Herndon, VA 20171, (703) 904-7100, vertino@naiop.org