



NAIOP Government Affairs Outreach Programs for U.S. Chapters

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

naiop.org
703-904-7100

NAIOP Chapter Outreach Programs

NAIOP has developed programs to assist you with your chapter's government affairs agenda. As long as the government can pass legislation and change the rules, your involvement in the political process is not an option, but a necessity. NAIOP members must be involved in government affairs so that they are assured a seat at the table during legislative discussions and drafting of regulations that have an impact on their businesses.



Members of NAIOP Northeast Florida with Representative Cliff Stearns (R-Fla.).



NAIOP Nashville members meet with Representative Marsha Blackburn (R-Tenn.).

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial, retail and mixed-use real estate. NAIOP provides unparalleled industry networking and education, and advocates for effective legislation on behalf of our members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live.

For more information, visit naiop.org.

By addressing the pressing issues impacting our industry, NAIOP Government Affairs shapes the future of commercial real estate.

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NAIOP

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DEVELOPMENT ASSOCIATION

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NAIOP Corporate offers a variety of assistance to help you further your government affairs programs, including:

Day at the State Capitol

There is truth to the adage regarding strength in numbers. When NAIOP members come together to address important issues with their local and state representatives, they listen. NAIOP will help you strategize and organize your “Day at the State Capitol” in order to maximize your impact and effectiveness.

Chapter Visits

Corporate staff is available to visit your chapter and provide professional government affairs assistance as requested by your chapter leadership. In addition to speaking at chapter events, members of NAIOP’s Corporate staff can help your chapter develop and execute an advocacy strategy to address public policies at the national, state and local levels.

State Legislative Monitoring

NAIOP provides its members with an online state-level tracking service on legislative issues that impact the commercial real estate industry, such as eminent domain, taxes, environment, green initiatives, land use and brownfields, among others.

Political Action Committee (PAC)

PAC contributions are an important component of a strong Government Affairs program. NAIOP chapters are affected by legislation at all levels of government, and PAC contributions aid NAIOP members in collectively sharing their concerns with legislators. It is imperative that we support friends of the industry. NAIOP-PAC and state PACs provide this valuable support to those legislative members who advance economic development and growth. NAIOP will assist any local chapter interested in holding a NAIOP-PAC event. Ask us how you can help raise funds and earn NAIOP-PAC Champion status or log on to naiop-pac.org for more information.



NAIOP Cincinnati/
Northern Kentucky
members discuss industry
issues with Representative
Jean Schmidt (R-Ohio).

Coalition Building

NAIOP helps local chapters establish and build relationships with other real estate organizations within their state. We have an extensive network of contacts with a variety of national real estate organizations that includes:

- **Building Owners and Managers Association (BOMA)**
- **International Council of Shopping Centers (ICSC)**
- **Mortgage Bankers Association (MBA)**
- **National Apartment Association (NAA)**
- **National Association of Home Builders (NAHB)**
- **National Association of REALTORS® (NAR)**
- **National Multi Housing Council (NMHC)**

Letter Writing Program

A quick and effective way to communicate with your federal, state and local representatives is to write a letter. If you have a federal, state or local issue that your chapter should rally behind, we can draft letters to federal, state and local officials to assist you in your efforts. You may also volunteer the use of NAIOP's online letter writing tool (CapWiz) as a resource to coalitions in which your chapter participates.

Public Relations and Communication Strategy

Letters to the editor, opinion pieces and press releases...we can do it all! NAIOP will work with you to develop your communication materials and deliver the message to the right audience by connecting you with the proper media channels.

Advocacy Assistance

NAIOP may provide *one-time* financial assistance in the form of matching funds to local chapters to hire a professional lobbyist at their state capitol. Lobbyists must advocate on behalf of NAIOP at the state level. All chapters that do not currently engage in professional government affairs representation are eligible to apply.

Research Program

Chapters are eligible to participate in NAIOP's Research Program. This program provides a limited number of research grants in the form of matching funds for a student or young professional to research or conduct a study on issues which directly impact commercial real estate. Note that it is the responsibility of the local chapter to oversee and supervise the research.

Legislative Analysis

It is difficult at times to determine the impact from proposed legislation at the state and local level on real estate. When this happens, contact the government affairs department at NAIOP Corporate and we will work with you to evaluate the measure, develop a position and execute an effective communication strategy.

NAIOP's Government Affairs team:

- ▶ Lobbies at the federal level on issues impacting commercial real estate, including tax, environment, infrastructure, property rights and more.
- ▶ Serves as a recognized source for information on the commercial real estate industry in Washington, D.C., and in state houses.
- ▶ Works with government agencies including the Environmental Protection Agency (EPA) and the Treasury Department to ensure that industry concerns are addressed in new regulations.
- ▶ Provides the latest news on current legislative issues of importance to you and your chapter through the *NAIOPSource* newsletter. Staying informed on issues affecting commercial real estate is the first step towards making a difference in development of public policy. The newsletter is a great source of information on national, state and local issues impacting the commercial real estate industry.
- ▶ Participates in issue coalitions including: Waters Advocacy Coalition (WAC); National Brownfields Coalition; FASB Lease Accounting Coalition; and The National Real Estate Organizations (NREO).
- ▶ Works closely with state-focused public policy groups, such as:
 - National Association of Counties
 - National Conference of State Legislatures
 - National Governors Association
 - U.S. Conference of Mayors
- ▶ Executes successful grassroots strategies that utilize NAIOP members in educating their federal, state and local officials in order to achieve a positive outcome on an industry priority.



NAIOP Pittsburgh members discuss concerns with Representative Jason Altmire (D-Pa.).