



Chapter Merit Award Category: Education

Chapter Name: NAIOP South Florida

Chapter Size: Medium

Executive Summary:

Miami Dade Bus Tour-this is a daylong property tours of the Miami market, encompassing all vertical types, with anywhere between 30-45 properties on the tour. Owners/Brokerage houses pay for the property to have exposure on the tour comprised of two-three busloads of brokers and commercial real estate professionals. With so much development being able to be viewed from the Miami River, we decided to take a tour on a luxury yacht, while getting a historical update from a local historian and an update on one of the largest projects in at least Florida history, multi-billion-dollar project Brickell City Center, from international developer - Swire. The theme was *Past, Present & Future*.

Noteworthy Points:

- The key initiative is to education both new and seasoned brokers and commercial real estate professionals on the vast, ever changing Market of Miami. Not just on what is here now, but what it will become.
- The bus tour book includes an educational overview of all the properties on the tour, as well as properties not able to be included, and third quarter market research and updates of office, industrial, retail and multifamily.
- Speakers included: Miami historian - Horacio Stuart Aguirre, Miami Port Director - Eric Olafson, Beacon Council – Steve Beatus (Miami Economic Development Council), All Aboard Florida - John Guitar and many more developers that spoke about projects slated or just developed, making the bus tour a real insider tour of projects not yet delivered or seen by brokers.
- We extend invitations to other NAIOP markets, and last year for a portion of the Tour we had 40 attendees from the Toronto, Canada market.
- **12 Volunteers lead by Mike Silver CBRE**
- How does it support your mission and/or strategic plan? Since NAIOP South Florida covers such a large area, Miami has been our most challenging county for event programing, except for the Miami Dade Bus Tour. NAIOP SFL uses this to event as a membership driver, a way to build stronger relationships with Miami centric developers and brokers not always familiar with NAIOP.
- Results of Initiative...
 - a) Gemstone dollars gained because of the Miami bus tour \$ 30,000
 - b) Miami committee form to focus on building and developing programing for the Miami market.