

CHAPTER NAME AND SIZE: Cincinnati Northern Kentucky Chapter; small chapter

EXECUTIVE SUMMARY: The Cincinnati/Northern Kentucky chapter of NAIOP represents Southwest Ohio's and Northern Kentucky's commercial real estate markets. NAIOP is North America's premier professional association of developers, owners and professionals who work in the commercial real estate sector. Our mission is to provide our members associated with commercial real estate development and investment government advocacy, networking opportunities, and professional education, in an effort to improve our community and industry.

ENTRY NARRATIVE: The Cincinnati Northern Kentucky Chapter of NAIOP determined that, for continued success of our small chapter, we needed more structured programs where local developers/owners could become more engaged and potentially become members. We agreed to develop a series of programs with great speakers who would have valuable insights or information that developers would want to know including Legislative centered events and upcoming and new developments in the Tristate (medical, multi-family, etc).

EDUCATION:

The Cincinnati Northern Kentucky Chapter of NAIOP determined that, for continued success of our small chapter, we needed more structured programs where local developers could become more engaged and potentially become members. We knew we had to work to develop programs that were attractive and informative to developers, steering away from the typical happy hour and social networking events. We agreed to develop a series of programs with great speakers who would have valuable insights or information that developers would want to know. Creating a six-month informative series, in addition to our other successful annual events, would be a great way to get folks engaged and interested and to also build our attendance and membership numbers. The Cincinnati Northern Kentucky Chapter identified (2) legislative topics and three commercial development topics and promoted the series over the span of January 2016 – August 2016. The topics and speakers were extremely compelling and were successful in driving attendance. Our first two event we offered were Legislative focused. We kicked off in January to members and potential members as an opportunity to meet with some local and state legislative key players. This event is quickly becoming very popular for the Cincinnati/NKY chapter. It has turned out to be a great way to kick off the new year in an intimate setting at a very popular country club. We handpick and invite certain developers (members and future members) to have a one-on-one interaction and discussion with key political figures in our area. This year, we had a great lineup starting with Matt Kallner, our NAIOP Ohio lobbyist who gave us an overview of everything going on with the state. Then that was followed up with Alex Triantafilou, the Hamilton County Republican party Chairman who leads one of the biggest and most important political counties in the state when it comes to elections. His insight, banter and overall entertaining delivery was very well received and engaging. Finally, we ended the program with State Representative Jonathan Dever who is been a champion for several NAIOP Ohio causes including sponsoring HB 482 (Details below in a letter from one of our board members). We anticipate this program continuing to grow in popularity while at the same time providing exclusive access to our targeted development members.