

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

**NORTHERN OHIO CHAPTER**

**Chapter Merit Award Category:** Chapter of the Year

**Chapter Size:** Small

## **Executive Summary:**

The Northern Ohio Chapter of NAIOP has had an outstanding year of increased membership (shattering our goal), phenomenal events (educational, legislative and social) and strengthened advocacy efforts - all while remaining fiscally responsible. Our Chapter has gained a significant amount of positive attention in the Northern Ohio Commercial Real Estate community. We are becoming a driving force of collaboration, leadership and inspiration to help keep the tremendous momentum moving forward in commercial real estate in Northern Ohio.

A Strategic Planning Session was held on January 28 with Courtney Bulger of NAIOP Corporate facilitating the session. That was the first Strategic Planning Session our Chapter has held in several years, and all Board Members participated and provided valuable input during the half-day Planning Session. Results highlighted goals to increase Membership, advance and promote advocacy efforts, and have the most informative event programming at the coolest locations. A Membership video was also created as a result and can be viewed at <http://www.naiopnorthernohio.com/1434-2/>.

The Chapter is undertaking an extensive Membership Recruitment campaign and since January 1, has gained 45 new Members and is now up to 161 members (approximately 20% net increase compared to last year). All of the goals pertaining to Membership Recruitment except one have been met including 10% net increase in membership and 5 new members in each target category Developer/Owner, Broker and Other. Those goals have been met with the exception of the Broker category where 3 Brokers have joined (out of 5 targeted) and 2 prospects have agreed to join within the next several days. The Chapter is also promoting NAIOP's "15 for 12" membership offer to attract additional Members to finish the year strong.

The Chapter regularly offers a Spring Market Update and fall value-add Educational programs featuring current hot topics. The topic of the June 2 program was "National Commercial Real Estate Pulse and Trends & What it Takes to Put Deals Together in Northeast Ohio." The event was held in a 1,300,000 square foot vacant former bank building that is being redeveloped into a mixed use project in the heart of downtown Cleveland and also featured the developer of that project as a panelist (along with two other top local developer panelists) as well as speakers including Ashley Powell, NAIOP Chairman, and Congressman Jim Renacci.

All NAIOP Ohio Chapters collectively employ a Lobbyist, Matt Kallner, in Columbus, Ohio. The Annual NAIOP of Ohio Legislative Day was held in Columbus on May 4 with leadership from each of the Ohio Chapters represented (including four active advocates from our Chapter), two government officials (Larry Obhoff – the next President of the Ohio Senate and Bob Peterson – the Chair of the Ohio 2020 Tax Policy Study Commission) spoke at a lunch followed by meetings with multiple State Senators and State Representatives.

Our Chapter is fortunate to be featured in a monthly article that appears in "Properties Magazine" with a targeted readership of 30,000 monthly.

The Chapter is proud to have strong support from the commercial real estate industry for Chapter and event sponsorships, which exceeded budget by approximately 10% and help to offset operating and event expenses and improve our bottom line financial position.

The Chapter employs a trade association management company to satisfy the administrative responsibilities, and also carefully plans its Board each year striving to secure the most capable Chairs for Committees and large events, and the team we assemble for our Board is vital to our Chapter's success.