



ULI AMERICAS

**YOUNG LEADERS  
EXCHANGE**

SPRING 2022 APPLICATION





ULI AMERICAS

## YOUNG LEADERS EXCHANGE

### ULI AMERICAS YOUNG LEADERS EXCHANGE

To: Young Leader Chairs and Young Leader Members

ULI is inviting bids from District Council Young Leader teams to host the 2022 Spring Young Leaders Exchange. Bids should be a maximum of two pages, plus a letter of support from your District Council Chair and/or Executive Committee. Bids will be judged by members of the ULI Americas YLG Steering Committee; we have included some information below to help you address the application criteria.

**Deadline for bids:** All proposals must be submitted online by COB Tuesday, December 7, 2021.

#### CONTEXT:

The Americas Young Leaders Exchange is an annual program hosted over 2.5 days by one of the Americas District Councils to introduce Urban Land Institute members under 35 to other markets. YLG members from across the Americas gather in a chosen District Council city to explore unique project developments, applications of new property technology, and opportunities in other real estate markets. The Young Leaders Exchange is a fantastic opportunity for YLG members to create relationships with fellow YLGs across the Americas and connect with industry leaders.

Tell us what your ideal Young Leaders Exchange tour would look like. We encourage you to put forward your ideas of how you would host the 2.5-day event, what you want the participants to learn, and which innovative developments they should see.

#### BENEFITS OF HOSTING A ULI AMERICAS YOUNG LEADERS EXCHANGE:

- Showcase innovative real estate projects taking place in your city to a real estate community across the Americas including Canada, the United States, and Mexico
- Hosting the Young Leaders Exchange can contribute to the growth in membership of your local council
- Build and/or leverage existing partnerships in the real estate academic sector locally for long term ULI activities
- Exposure to senior industry professionals
- An opportunity to continue professional development
- Provides a unique forum to network with peers from across the Americas
- Raising awareness of the ULI Young Leaders Group program locally and strengthen the network regionally

ULI staff will work in partnership with the District Council YLG and Americas YLG Steering Committee to deliver event set-up, marketing, and administrative support. Your bid should highlight:

- **A financial model** outlining the potential revenue (sponsorship and registration) versus costs. The event should aim to break even, but if the event could make a profit, describe how that might benefit the Young Leaders program for your local District Council in your bid.
  - Registration usually ranges from \$150-199 per registrant depending on the cost of the event
  - Attendance to the event usually ranges from 30-40 young leaders
- Your District Council's **staff and member capacity** to manage local event logistics - with support from ULI.
  - Please include at least one ULI District Council staff person and one young leader member



ULI AMERICAS

## **YOUNG LEADERS EXCHANGE**

- How the Young Leaders Exchange will align with ULI objectives.
  - Decarbonizing the real estate sector and accelerating our progress to net-zero
  - Increasing housing attainability in communities around the world
  - Educating the next generation of diverse real estate leaders

**HELPFUL HINT:** Engage your District Council Chair and Executive Committee, as they can help identify speakers, venues, and/or sponsorship.

### **LOGISTICS TIPS:**

- a) Date & location.
- b) Who would be on the local team?
- c) A provisional timeline of delivery.

**SUBMISSION DEADLINE:** All proposals must be submitted by Tuesday, December 7, 2021, via PDF document to ULI District Councils, Senior Associate, Victoria Comer [Victoria.Comer@uli.org](mailto:Victoria.Comer@uli.org). The successful Young Leader group will be announced in January 2022.

Please feel free to contact her if you may have any questions when completing the application.

Good Luck!

**The Americas Young Leaders Group Steering Committee**



ULI AMERICAS

## **YOUNG LEADERS EXCHANGE**

### **APPLICATION QUESTIONS:**

1. Please propose a date for when your District Council (DC) would like to host the 2022 Spring Young Leaders Exchange from May 5-28. The event should start on a Thursday afternoon and go through Saturday morning (ending around noon).
2. Why should your city be the host this year? What makes your city and programming unique?
3. Does your DC currently organize or participate in any inter-District Council events? If yes, please briefly explain.
4. The Exchange has historically been organized by a three to five-member Organizing Committee by the host District Council with input, as needed, from local staff. Please list at least one young leader-member and one staff member who will serve as points of contact for the organizing effort.
5. Do you have approval from your District Council Management Committee and staff to hold this Exchange? Attach a letter of support from your local District Council Chair and/or Executive Committee.
6. Did at least one Young Leader from your District Council attend an Exchange in the last five years? If yes, please note the Young Leader's name, which Exchange they attended, and if the Young Leader is still actively engaged in your District Council.
7. Please attach an outline of a potential itinerary with a description of stops, speakers, activities, etc.
8. Please attach a proposed budget.



ULI AMERICAS

## YOUNG LEADERS EXCHANGE

### AMERICAS YOUNG LEADERS EXCHANGE PROCESS:

- **When are applications due?**
  - **Tuesday, December 7, 2021**
- **When will the winning District Council be notified?**
  - **Friday, January 14, 2022**
- **When will registration open for attendees?**
  - **Monday, February 14, 2022**
- **How will this event be promoted across ULI Americas?**
  - The event will be created using an HQ ROM, published on the Americas Event page, and automatically published on all 52 local District Councils and 5 Local Organizing Committees event webpages
  - Working with the host District Council, ULI staff will create a regional email campaign, sharing the event with all Americas YLG members, all local DC staff to include in their local newsletters, and will be shared to District Council chairs to advocate the event at the local level
  - ULI staff will connect with the Social Media team to share the event across the Urban Land Institutes social platforms
- **What level of detail is expected for the application itinerary?**
  - The itinerary should be as accurate as possible; however, we understand that a lot of time and effort goes into creating a successful event, so we do not expect the final agenda to match exactly what was originally submitted.
  - Wherever possible, please highlight exact properties, projects, or companies you expect to participate
  - Event schedule, transportation, and general locations should be included as accurately as possible.
- **Is it a deal-breaker if no one from our District Council has attended an Exchange in the last 5 years?**
  - Yes, it does help provide great insight and experience into what is expected from the Exchange. It's strongly encouraged for local YLs to attend if you are interested in hosting in the future!

### SUCCESSFUL AMERICAS YOUNG LEADERS EXCHANGES

- 2021, Baltimore
- 2019, Minnesota
- 2018, Toronto
- 2017, Atlanta
- 2016, Austin

# EXAMPLE ITINERARY

## THURSDAY, SEPTEMBER 23

3:00 PM - Hotel check-in\*

*Canopy Hotel by Hilton Harbor Point – 1215 Wills Street, Baltimore, MD*

3:30 PM - Welcome and Introductions

*The Lacy Room (Canopy Hotel)*

4:00 PM - Panel discussion on post-pandemic trends in the Baltimore real estate market

5:45 PM - A discussion of waterfront development projects and initiatives

*The Bygone – 400 International Drive*

7:30 PM - Evening reception with ULI Baltimore

*Bond Street Social - 901 S Bond Street (Light refreshments will be served)*

## FRIDAY, SEPTEMBER 24

7:15 AM - Depart hotel for neighborhood revitalization and historic preservation tours

*Stop 1 – City House (breakfast included) and Mount Vernon Neighborhood Revitalization Tour*

*Stop 2 – Remington Neighborhood Revitalization Tour*

12:00 PM - Lunch at one of Baltimore's famous food halls

*R House*

2:00 PM - Historic Mills of the Jones Falls

3:00 PM - Presentation, Q&A, and tour of Port Covington

*(Includes whiskey distillery tour/tasting and water taxi excursion)*

6:30 PM - Free time

## SATURDAY, SEPTEMBER 25

8:30 AM - Bike/scooter tour of Baltimore's public markets that have been redeveloped through public-private partnerships (sponsored by Lime)

*\*Meet at Dock and S. Caroline Streets*

Stops Include:

1. Broadway Market
2. The Center for Architecture and Design
3. The Compass/The Meadow
4. Lexington Market
5. Cross Street Market

12:30 PM - Farewell happy hour with ULI Baltimore Young Leaders

*Watershed (1065 S Charles Street)*

\*Attendees should plan to arrive at the hotel on 9/23 by 3:00 PM at the latest.

Requesting an early check-in is strongly recommended.



ULI AMERICAS

## YOUNG LEADERS EXCHANGE

### FREQUENTLY ASKED QUESTIONS (FAQS):

#### EVENT LOGISTICS:

- **What is the typical schedule?**
  - The event is expected to begin on a Thursday afternoon (~3 PM local time) and run through noon on Saturday. There are no specific requirements for the agenda, but general expectations are:
    - Thursday evening - begin with an introduction to the host city, followed by a networking/social event.
    - Friday - a full day of property tours, presentations, and other interesting projects/sites/experiences throughout the city.
    - Saturday - events are typically optional to provide travel flexibility for attendees, could include a bike/scooter tour of neighborhoods, a boat tour, or other fun activity.
- **Who attends the Exchange?**
  - Attendees must be ULI Americas Young Leader members. Non-members or those living in the local District Council (DC) are not permitted to register (other than those who are presenting, hosting, and/or actively involved in planning events)
  - Attendees must be over 21 and under 35 years of age
  - Registration is capped at 40 attendees with the expectation that 30-35 will participate
- **How is the Exchange budgeted?**
  - Events are paid for through a combination of local sponsorship and attendee registration fees. ULI Americas does not provide funding for this event.
  - Registration fees should not exceed \$195 per registrant (not including travel, accommodations, incidentals, etc.)
- **Other than the agenda itself, what must be provided by the host District Council?**
  - Meals/Drinks
    - Meals are not required to be provided by the local DC but are highly encouraged either through the program budget or local sponsorship
    - Any meals and/or drinks at the attendees' expense must be explicitly stated on the program Agenda.
  - Accommodations
    - A hotel block should be provided as an option at attendees' own expense.
    - Hotel block should not exceed \$199 per night per registrant
  - Transportation
    - Any transportation required during the event must be provided by the host DC and incorporated into the program budget
- **Has COVID-19 changed any event protocols?**
  - All events must comply with all local, state, and/or national guidelines with respect to health and safety requirements.
  - ULI Americas or the local District Council may choose to mandate further requirements to ensure the safety of members and attendees.