



NAIOP Corporate Board Briefing – July 2025

Marc Selvitelli, CAE, President and CEO

The information below is a brief synopsis on the status of the association. I encourage you to share this information with your chapter.

- President Trump signed the One Big Beautiful Bill into law on July 4. Enactment of this legislation is a major win for NAIOP. Key NAIOP legislative priorities were included in the bill and numerous harmful proposals that we strongly opposed were excluded. NAIOP's advocacy team spent nearly two years educating Congress on our issues (nearly two-thirds of the Ways and Means Committee's republican members were not on the committee when the original Tax Cuts and Jobs Act was passed in 2017). Full details the bill's CRE-related provisions and omissions are in this week's *NAIOP Source*: <https://www.naiop.org/advocacy/news/2025/trump-signs-major-tax-bill-on-the-fourth-of-july>.
- Noteworthy advocacy gains were made in Canada as well. Members from the four Canadian chapters are set to meet with the Canadian Deputy Housing Minister to relay NAIOP's policy positions on key, critical housing issues.
- The first round of invitations for the Data Center Summit were sent to a curated list of prospective attendees. This is the latest topic in our invite-only Thought Leadership Series. Most speakers are confirmed, and we are close to securing a keynote. Interest in this event is strong with our sponsors, too; we already exceeded budgeted sponsorship projections.
- Our new CEO Collaborative program successfully debuted in June. This Forum-like program is limited to C-suite members from companies with at least 25 employees. It features a combination of business topics, project tours, and activities. Additional details about the CEO Collaborative are available here: <https://www.naiop.org/education-and-career/ceo-collaborative/>
- Membership numbers continue to rebound after a slow 1Q start. Our YTD 2024 and 2025 new member numbers are nearly identical. Membership growth in our two newest chapters – Gulf Coast (81) and Detroit (50) – continues to exceed expectations thanks to the efforts from the local leadership.
- Stakeholders in Kansas City formed their board of directors for a new chapter. Chapter relations staff are working with this group to incorporate the organization, develop their bylaws, and have all other required items complete so they are ready for the board to approve them as our 56th chapter.
- CRE.Converge registration and sponsorship continue to trail previous years. We are not experiencing our usual sponsorship support from traditional sponsors and from local companies. We now project CRE.Converge sponsorship revenue to land between \$427-477K (budgeted CRE.Converge sponsorship revenue is \$530K). Registration is also likely to fall short of budgeted projections. We continue to implement new marketing concepts to improve registration.
- I made some staffing adjustments this month to address future initiatives and a current vacancy. Beginning July 16, Chris Ware's responsibilities will expand to include fundraising for both NAIOP PAC and the Research Foundation. Chris' extensive contacts throughout CRE ideally position him to continue the Foundation's

fundraising prowess while also allowing us to focus on and expand our political fundraising. We will hire a new salesperson to address our growing business development responsibilities.

- Despite disappointing YTD CRE.Converge sponsorship sales, business development revenue will soon eclipse our \$3.55M revenue goal.
- Programming and tours are nearly complete for our two remaining ICON events this year – Cold Storage and ICON Central. Registration for both conferences is open and early registration numbers are solid. I expect both conferences will likely exceed budgeted registration projections.