



Your Guide to a Successful Day at the State Capitol

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

www.naiop.org
(703) 904-7100

Building Relationships with Lawmakers

NAIOP chapters play a critical role in advocating the priorities of the commercial real estate industry before state lawmakers and government officials. The “Day at the State Capitol” provides an important opportunity for members to meet with state government officials and advance your chapter’s legislative priorities before policy makers.

State legislators recognize the importance of meeting with constituents and gaining a better understanding of the issues impacting their states. These face-to-face meetings are the most effective way to directly articulate your views to elected officials, which can influence legislation or policy debates. Only through education and understanding can your state legislator support your chapter’s position on commercial real estate issues.

The “Day at the State Capitol” will serve to educate lawmakers, who will see you and the chapter as a resource on the commercial real estate industry. This communication and trust will ensure that the industry’s position is taken into consideration during debates on providing economic growth and opportunity for their constituents.

NAIOP Corporate staff is prepared to help you and the chapter in organizing and executing a successful “Day at the State Capitol.” Please contact NAIOP’s Government Affairs Department at (703) 904-7100 to start planning your event today!

NAIOP MISSION STATEMENT:

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial, retail and mixed-use real estate. NAIOP provides unparalleled industry networking and education, and advocates for effective legislation on behalf of our members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live.

Timeline

6 – 8 Weeks Prior to Event

- ▶ Publicize the “Day at the State Capitol” in your chapter communications. Remind members of the upcoming Legislative Day at your monthly gathering and emphasize the importance of a strong turnout. If there is more than one chapter in your state, consider joining forces as a collective group. Coordinate schedules and plan the event together.
- ▶ Submit letters to state legislators and officials requesting a meeting. Be sure to follow up with a phone call.
- ▶ Publicize the RSVPs from government officials to your members.
- ▶ Provide “Day at the State Capitol” participants with updates on scheduled meetings with government officials.

2 Weeks Prior to Event

- ▶ Confirm meetings and/or event times with invited elected officials and provide them with an updated list of NAIOP members who will be in attendance.
- ▶ Put together an informational packet (e.g. NAIOP materials, industry issues/ briefing papers and talking points) for elected officials and prepare members for meetings.
- ▶ Hire a photographer or assign an attending member to capture the event in pictures.

Immediately Following the Event

- ▶ Send thank you notes to NAIOP attendees and elected officials who participated in your “Day at the State Capitol.”
- ▶ Inform NAIOP Corporate Government Affairs staff of the NAIOP members and legislators who participated in the event. We encourage you to share your photos and successes!
- ▶ Distribute a follow-up press release about your visit detailing the members and legislators involved and the issues that were discussed. Include photos and update your chapter Web site. Contact NAIOP’s communications team for assistance at (703) 904-7100.



NAIOP Associate Vice President of State and Local Affairs Toby Burke speaks during NAIOP Southern Nevada's Legislative Breakfast.

Checklist

- _____ Set date for the event with chapter board approval.
- _____ Develop priorities to be discussed and advocated at event with chapter board approval.
- _____ Make venue arrangements.
 - Issue briefing room
 - Pre-brief room
 - Debriefing room
 - Reserve hotel rooms (if applicable)
- _____ Promote event through chapter newsletter, Web site and e-mail messages.
- _____ Promote event through local media.
- _____ Schedule meetings with legislators.
- _____ Develop informational packets.
 - NAIOP materials
 - Industry materials
 - Issue papers/Talking points
 - Contact information (list of chapter leadership and member companies, business cards).
- _____ Send thank you letters to NAIOP members and legislators.
- _____ Write and distribute a press release regarding your “Day at the State Capitol.”

Sample Announcement for Newsletter

Reprint this sample announcement in your chapter's newsletter to announce your “Day at the State Capitol” and entice members to attend! Publish the piece in its entirety or use it as a starting point for your own editorial:

NAIOP (*CHAPTER NAME*) “Day at the State Capitol” is an excellent opportunity for you to meet with legislators and government officials. As a participant, you will have the opportunity to speak directly with individuals who influence the issues that impact your business. We will be holding our Day at the State Capitol on (*DATE*). Mark this date on your calendar and participate in this important event!

Please contact (*CHAPTER CONTACT*) for additional information and to RSVP.



Members of NAIOP's North Carolina chapters meet with Representative Joe Hackney (D— Speaker of the North Carolina House of Representatives).

Informational Packets

What information should be left behind following a meeting with an elected official?

- ▶ Information about your chapter, including mission and size
- ▶ Background information regarding commercial real estate, its economic impact and the number of jobs the industry has created in your state (Visit www.naiopr.org to obtain your state's executive report from *The Contribution of Office, Industrial and Retail Development and Construction on the U.S. Economy*)
- ▶ Position papers and talking points
- ▶ Business cards
- ▶ Contact information

How to Present Your Packet

- ▶ Provide information in a folder – including your name, business cards and all chapter contact information
- ▶ Format materials consistently
- ▶ Have your chapter's logo on each sheet of information

Sample Thank You Letter to NAIOP Members

Dear **MEMBER**:

Thank you for participating in NAIOP (*CHAPTER*) Day at the State Capitol. Your participation contributed to the success of this year's event.

There is no substitute for meetings with legislators and government officials when advocating an issue. I hope that you enjoyed this event and look forward to your participation again next year.

Sincerely,
Signature

Sample Thank You Letter to Officials

Dear **OFFICIAL**:

On behalf of NAIOP (*CHAPTER*) and its members, I would like to thank you for meeting with us during our Day at the State Capitol. We appreciate the opportunity to share with you our issues and concerns.

Our members enjoyed meeting with you to discuss the important issues facing the commercial real estate industry. We look forward to working with you in the future. If you have any questions or would like further information on issues impacting commercial real estate, please contact me at (*PHONE AND/OR E-MAIL*). Thank you again for taking time out of your busy schedule to meet with us.

Sincerely,
Signature

Sample Press Release

NAIOP (*CHAPTER NAME*) Visits (*STATE*) Capital

(*INSERT CURRENT ISSUES*) among Issues Addressed

(*CITY*), (*STATE*), (*DATE*) – Leaders from NAIOP (*CHAPTER*), the Commercial Real Estate Development Association, visited the state capital in (*CITY*) on (*DATE*) to address issues that directly impact the commercial real estate development industry. NAIOP members met with key legislative and committee members to discuss (*INSERT ISSUES DISCUSSED HERE*). These topics were discussed in meetings scheduled with the following members and/or their staffs:

▶ (*LIST REPRESENTATIVES AND/OR STAFF MEMBERS HERE*)

NAIOP (*CHAPTER NAME*) is comprised of nearly (*NUMBER OF CHAPTER MEMBERS*) members. Chapter members are encouraged to participate on a legislative level by working with NAIOP to promote both national and public policy that creates, protects and enhances property value.

Additional detail regarding NAIOP is available at www.naiop.org, including legislative issues and commercial real estate information.

Critical Tips on Lobbying

- ▶ **Be straightforward** – Reputation is everything. If you do not know the answer to a question, let people know that you will find the answer and get back to them.
- ▶ **Be patient** – Officials have many interests vying for their attention. Use your time constructively to work on your presentation while you wait to meet with your representative.
- ▶ **Be brief** – Be concise on the issue(s) and conduct your meeting quickly and efficiently.
- ▶ **Keep it simple** – Do not be too technical or complex. Get to the point and cover the basics.
- ▶ **Keep your group small** – Always assemble with officials in small groups to keep the meeting personal and intimate.
- ▶ **Plan your presentation** – Be organized and prepared to make sure that you understand the issue and your position.
- ▶ **Exiting the meeting** – At the end of your visit, thank the official for meeting with you and ask for the official's support.

After your initial meeting at the state capitol, inviting a public official to speak at a monthly meeting or attend a chapter board dinner can be effective forms of outreach as well.

Tom Hughes, Portland's Metro Council president, speaks to NAIOP Oregon members at a 2010 Portland Candidate's Forum.



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Additional Assistance from NAIOP

Whether this is your first trip to your state’s capitol or your tenth, NAIOP Corporate staff will work with you every step of the way to make your event a success and ensure that your voice is heard.

The following resources are available to NAIOP members needing assistance with determining which issues are the most important in your state:

State Legislative Monitoring

NAIOP provides its members with an online state-level tracking service on legislative issues that impact the commercial real estate industry, such as eminent domain, taxes, environment, green initiatives, land use and brownfields, among others.

Political Action Committee (PAC)

PAC contributions are an important component of a strong Government Affairs program. NAIOP chapters are affected by legislation at all levels of government and PAC contributions aid NAIOP members in collectively sharing their concerns with legislators. It is imperative that we support friends of the industry. NAIOP-PAC and state PACs provide this valuable support to those legislative members who promote policies that advance economic development and growth.

NAIOP will assist with any local chapter interested in holding a NAIOP-PAC event. Ask us how you can help raise funds and earn NAIOP-PAC Champion status, or log on to www.naiop-pac.org for more information.

Legislative Analysis

At times, it is difficult to determine the impact of proposed legislation on real estate. When this happens, contact the government affairs department at NAIOP and we will work with you to evaluate the measure, develop a position and execute an effective communication strategy.



Representative Joe Hackney (D— Speaker of the North Carolina House of Representatives) reviews issues concerning commercial real estate in North Carolina.

NAIOP's Government Affairs team:

- ▶ Lobbies at the federal level on issues impacting commercial real estate, including tax, environment, infrastructure, property rights and more.
- ▶ Serves as a recognized source for information on the commercial real estate industry in Washington, D.C., and in state houses.
- ▶ Works with government agencies including the Environmental Protection Agency (EPA), the Treasury Department and others, to ensure that industry concerns are addressed in new regulations.
- ▶ Provides the latest news on current legislative issues of importance to you and your chapter through the *NAIOPSource* newsletter. Staying informed on issues affecting commercial real estate is the first step towards making a difference in development of public policy. The newsletter is a great source of information on national, state and local issues impacting the commercial real estate industry.
- ▶ Participates in issue coalitions including: Waters Advocacy Coalition (WAC); National Brownfields Coalition; FASB Lease Accounting Coalition; and The National Real Estate Organizations (NREO).
- ▶ Works closely with state-focused public policy groups, such as:
 - National Association of Counties
 - National Conference of State Legislatures
 - National Governors Association
 - U.S. Conference of Mayors
- ▶ Executes successful grassroots strategies that utilize NAIOP members in educating their federal, state and local officials in order to achieve a positive outcome on an industry priority.

Advocacy Assistance

NAIOP may provide *one-time* financial assistance in the form of matching funds to local chapters to hire a professional lobbyist at their state capitol. Lobbyists must advocate on behalf of NAIOP at the state level. All chapters that do not currently engage in professional government affairs representation are eligible to apply.

Coalition Building

NAIOP helps local chapters establish and build relationships with other real estate organizations within their state. We have an extensive network of contacts with a variety of national real estate organizations that includes:

- **Building Owners and Managers Association (BOMA)**
- **International Council of Shopping Centers (ICSC)**
- **Mortgage Bankers Association (MBA)**
- **National Apartment Association (NAA)**
- **National Association of Home Builders (NAHB)**
- **National Association of REALTORS® (NAR)**
- **National Multi Housing Council (NMHC)**

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