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## View from the Chair

*Dear Members,*

*2009 has been a tough year for the economy, Real Estate, and in particular Development and its related industries. As outlined in the articles written by our committee chairs, our NAIOP Tampa Bay chapter has been focused on economic development (creating jobs), education (our programs), government affairs, leadership development, and community service.*

*These efforts this year on behalf of the membership and by the membership have yielded great results. The active participation and leadership of the officers and board members of the NAIOP Tampa Bay Chapter have been outstanding. Thank you all.*

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## NAIOP Leads in Conversations on Transportation Oriented Development (TOD)

By: Tom Kennedy, Vice President, Grubb & Ellis | Commercial Florida

The TOD Committee was formed in June of this year and has been focused on three efforts. The first is to research TOD and the issues that surround it and its implementation. We have interviewed and collected information from Charlotte, Seattle, Portland, LA, San Diego, Denver, Dallas, Atlanta, DC and of course, Orlando.

The second is to monitor and provide input into any regulatory efforts affecting TOD. These efforts have been done in conjunction with the

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## NAIOP's Tampa Bay Economic Development Task Force

By: Dallas Whitaker, CCIM, Greystone Equity

The NAIOP Tampa Bay Chapter recognizes that quality job growth is a critical component of successful economic development and directly impacts the commercial real estate development industry. In the fall of 2008, the chapter established an Economic Development Task Force with a mission to monitor, support and influence economic development efforts in the Tampa Bay Region. The Task Force has met with many of the economic development agencies throughout the Tampa Bay Region to understand and become familiar with their structures, funding, strategies, and tactics. In May 2009, the Task Force held a Job Creation Summit hosting a panel of Economic Development leaders in the region to discuss opportunities and challenges for Florida and the Tampa Bay area. This past summer, the Task Force formalized its objectives and developed action steps in order to be most influential in fostering an effective regional economic development program going forward. The Task Force's initial objectives for the region include 1) work closely with

the Tampa Bay Partnership to encourage greater involvement in the economic development process from business leaders and the business community in general, 2) support quality transportation initiatives including the TBARTA regional transit master plan and proposed funding mechanisms, Transit Oriented Development (TOD) planning and implementation and a high speed rail link between Tampa and Orlando, 3) support planning and zoning regulations targeted to promoting commercial growth and development along the I-4 corridor, 4) oppose Amendment 4 on the 2010 ballot also known as Hometown Democracy, 5) support an improved education system on all levels, 6) support the Hillsborough County Economic Development Task Force Report and encourage other counties to take similar action and 7) promote NAIOP's endorsement of smart, sustainable growth and development. Specific action steps and strategies have been developed out of these objectives and are being implemented by the Task Force members.

Public Affairs Committee. We are providing direct input into the joint effort by the Hillsborough County MPO, Hillsborough County City-County Planning Commission and the City of Tampa who are currently working toward implementation of local and regional transit in the Tampa Bay area. We are also providing direct input into the TBARTA TOD Land Use group which is a joint effort by planners from all regional jurisdictions and we have provided input at the FDOT/DCA workshops that took place around the state with the local planning agencies to help develop TOD design/LU guidelines.

The third effort is to prepare position statements, materials, establish a network of target organizations and carry out advocacy efforts to support TOD and its effective implementation. We were instrumental in initiating and planning Regional Transportation Forum on Transit and TOD in conjunction with The Tampa Bay Partnership, TBARTA and other organizations, on November 2, 2009. We are also involved in the larger on-going campaign to promote Transit and TOD, assuming the sales tax initiative gets on the ballot.

# Tampa Chapter Partners with Metropolitan Ministries

By: Bill Martin

NAIOP Tampa Bay Chapter teamed up with Metropolitan Ministries, the City of Tampa and the Home Builders Association to complete the Sanctuary: a 12 unit townhouse project and clubhouse created to serve as transitional housing for families moving out on their own from Met Min care and training programs. This 2.5 million dollar project was completed on land donated by the Tampa United Methodist Church, matching grants from public sector and donated services from private sector building partners. This year long project was the first in Florida endorsed by HomeAid, a foundation that uses public / private partnerships to get worthwhile projects done for service based charities solving housing needs in communities.

NAIOP Tampa Bay Chapter through its members and vendors also remains committed to assisting with construction of Met Min Thanksgiving and Christmas Holiday Tent which thru the efforts of all of Tampa Feeds Thanksgiving Dinner and provides Christmas toys to over 25,000 people

## Real Estate Lives

By: James A. Schmidt



From left to right: Ron Barbee (Chief Engineer, Westin); Ray Alicandro (General Manager, Westin); Ron Weaver (Founder, RE Lives); Kim Kenney (Event Organizer, RE Lives)

Nearly one year ago, staring at a commercial real estate economy already in a state of recession, NAIOP Tampa Bay Board Member, Ron Weaver, Esq., sought and was granted Board approval to create a volunteer based task force dedicated to providing leadership and support to the commercial real estate job market in the Tampa Bay area. By using the volunteer framework, the task force has made an encouraging dent in the great need by those members that have been hardest hit by the economic downturn.

The task force holds bi-weekly meetings in a conference room provided by the Greater Tampa Area Realtors Association and provides updates on local job activity, mentoring opportunities, training and educational programs, and guest speakers. In between meetings, peer led support groups meet for participants to share experiences and develop approaches to the challenges of looking for work. The task force has also created a web site where participants log in and find job postings and learn about local resources and meeting schedules.

Through in-kind gifts the task force has also held family recreational events including a back to school ice cream social and day at the ballpark for those whose budgets can no longer afford these occasional comforts.

If you have an idea or would like to get involved, please go to <http://www.naioptb.org/links> or call (813) 886-0245.

# NAIOP Represents your Interests in its Active Government Affairs Agenda

By: Michael Brooks, Esq., Bricklemyer Smolker & Bolves, P.A.

This has been an active year for Government Affairs in terms of the number and scope of issues faced. In response, NAIOP Tampa Bay has enjoyed unprecedented involvement by its individual members.

The result has been a heightened awareness of the value the commercial real estate industry provides to the community. At the same time, the association has been able to provide great value to its members as it advocates and advances those



issues important to the industry.

We began the year in Washington, meeting with Congressional representatives and advocating for the extension of government stabilization policies to the commercial mortgage backed securities market. While there, it was announced the federal government would extend the Troubled Asset Relief Program (TARP) to commercial instruments. During the recent legislative recess, NAIOP Tampa Bay met again with our Congressional representatives to advocate for extension of the program through 2010.

At the state level, NAIOP Tampa Bay was actively involved in the crafting and passage of the Community Renewal Act (SB 360). This watershed legislation, among other things,

1) eliminates state mandated transportation concurrency within our urbanized areas, making way for smart, compact and efficient development patterns, 2) establishes a framework for a future mobility fee, a more equitable alternative to traditional impact fees and proportionate share payments, 3) eliminates duplicative Development of Regional Impact review in our urban areas, and 4) provided much needed development approval/permit extensions to our members. Opposition to Amendment 4 (a.k.a. Hometown Democracy) remains another key state issue. Through alliance with Floridians for Smarter Growth, the lead coalition in the fight against this “vote on everything” proposal, the association will continue its efforts to keep this economically crippling amendment from passing.

At the local level, NAIOP Tampa Bay has an active role in a number of on-going economic development and regulatory issues, many of which have a potential game-changing impact for our community and industry:

- *Hillsborough County Economic Stimulus Task Force Report*
- *I-4 Economic Corridor Study*
- *Hillsborough County Mobility Fee Task Force*
- *TBARTA, Hillsborough County, and City of Tampa Transit Oriented Development (TOD)*
- *Hillsborough County Transportation Referendum*

As we move forward into 2010, NAIOP Tampa Bay will continue to represent the interests of our industry, membership, and community to ensure that the Tampa Bay region remains an attractive and competitive place to live and work.



# Providing Valuable Business Development Opportunities

By: Greg Albers, The Murray Company

This was an exciting year for NAIOP Tampa Bay programs.

It is probably no surprise to anyone that the economy and job creation were a big focus of our programs. In 2009 NAIOP Tampa Bay formed its own Economic Development Committee so we attempted to create a slate of programs that highlighted this focus.

Early in the year we had noted UCF economist, Dr. Sean Snaith, Ph.D, speak to us at a luncheon about the state of the investment markets. In May we gathered several of the more prominent Economic Development gurus in the Tampa Bay area to have a meaningful discussion on Job Creation. The event was moderated by Bob Abberger of Trammell Crow and included Stuart Rogel of the Tampa Bay Partnership, Keith Norden of Committee 100, Gene Gray with Hillsborough County EDD and Mike Meidel of Pinellas County EDD. The breakfast round table discussion focused on the 75,000 jobs lost in the Tampa Bay area over the last 2 years and what we can do to get them back.

After a fun networking opportunity at the “No Program Program” at Ybor City in June we had our annual Commercial Real Estate Broker update in August. Our industry representatives of the Office,

Industrial, Land, Retail and investment markets mustered up every ounce of optimism in their being to will the commercial real estate market to turn around. The luncheon was extremely informative as to the current state of our industry in Tampa Bay.

In early October we embarked on a Bus Tour of Westshore and I 75 corridor office and industrial properties. We visited 10 amazing properties featuring Class A office product as well as some industrial sites. Approximately 80 industry leaders braved a sweltering October day and battled air conditioning adversity visit some great developments which concluded at a happy hour reception at MetWest One in Westshore.

Our year will conclude with our annual Best of the Best Awards which honors the best commercial developments of 2009 as well as elect this year’s honoree for the NAIOP Tampa Bay “Hall of Fame” award. It is always a special night for our organization to be sure.

We are certain that in 2010 NAIOP programs will continue to focus on economic development and job creation because it they are the most important issues that we face in commercial real estate development in Tampa Bay.

## 20 CORE ISSUES

Defeat Amendment 4  
• *(Hometown Democracy)*

Growth Management  
• *SB 360 glitch bill*  
• *Outcome of City of Weston suit*  
• *Re-introduction of DCA's "Citizens' Bill of Rights"*  
• *DCA Rules-making regarding "Needs" analysis.*  
• *Mobility Fee studies*

Amendment 3 - Property Tax  
• *Caution legislators about the unforeseen consequences of assessment caps*  
• *Encourage a comprehensive look at tax structure*

Streamlined Sales & Use Tax Agreement  
• *Encourage Florida to join the compact*  
• *Cite the competitive disadvantage of "bricks & mortar retailers"*  
• *Cite the growth in Internet sales and the State's budget deficit*

SunRail and Transit/Rail Funding  
• *South Florida Chapter to confer with members of Legislative Delegation*

Issues to Monitor:  
• *Building Energy Efficiency Standards*  
• *Credit Availability for Commercial Mortgages*  
• *Water Resource Development*  
• *Support regional efforts to develop alternatives to groundwater*

Our chapter's premier community service project is assisting with the Metropolitan Ministries Holiday Tent. The November 23, 2009 Board meeting will be held at the tent. Afterwards, NAIOP members will work in the Holiday Tent serving food and providing clothing and household needs for many of the Bay Area's needy families. I would encourage participation by all of you, and please bring your checkbook. In this very difficult time, it is even harder to feed the hungry, or put a smile on a child's face. You can help. Great thanks to Bill Martin for chairing this annual project.

Saving the best for last, the "Best of the Best" awards night is being held again at the Westin Harbour Island on Wednesday December 2, 2009. As always, Hank Brenner and his committee have an outstanding event planned. Make sure it is on your calendar. Sponsorship of this event is very rewarding and puts your name in front of many commercial real estate development industry leaders.

I started with a comment on the difficult times, but 2009 has had positive moments, too. NAIOP has had many great accomplishments this year.

Last December, the Board of Directors authorized a new task force for Real Estate Lives. NAIOP Tampa Bay Hall of Fame member Ron Weaver, under our banner, has developed a strong organization to help the displaced members of our industry in these difficult times. RE Lives provides counseling, training, and job search assistance to the commercial real estate community. They have had great success in helping over 150 people find new employment.

In May, Sanctuary House opened, Metropolitan Ministries' new housing project for families getting back on their feet. Bill Martin again led the NAIOP effort, putting together a team of builders and suppliers who constructed the community center for this project. Diane Chadwick also played an important role. Tampa Mayor Pam Iorio, County Commissioner Ken Hagen, and other community leaders recognized NAIOP as being a driving force in the project's successful, cost-saving completion.

Michael Brooks and the Government Affairs Committee played an active role in the passage of the growth management legislation, Senate Bill 360. This group has ably represented our industry and our members at the local, county, state, and federal jurisdictions. They will be leading the fight locally in the battle to defeat Amendment Four and to pass the additional penny of sales tax for transit in Hillsborough County.

The Economic Development Task Force has re-established our chapter and its members as leaders in this important realm. Under Dallas Whitaker's able leadership, and with the participation of the Task Force members, we (NAIOP Tampa Bay) are now being viewed as important participants in the economic development process and in working to make our region a better place to work, live, and play. Our role as consensus builders in the business community has been recognized. As an outgrowth of this group's effort, a sub-committee chaired by Tom Kennedy to focus on the benefits of Transit Oriented Development (TOD), has already been included in the process of planning the new transit initiatives in Hillsborough County and region-wide through TBARTA.

The consistent excellence of our programs as signified by The Job Creation Summit and the Broker Update program put together by Greg Albers and the program committee and of the 20 year running Tampa Bay Watch programs at Fowler White Law Firm that Andrea Zelman has lead this year also have to be mentioned as great accomplishments.

I would be remiss if I did not bring up the critical role that Jeff Rogo plays in our government affairs efforts and Nena Gang plays in our group management. We could not have achieved anything without them, a sincere thank you from us all.

Thanks to all of you for your participation and efforts to make our industry, our region, and ourselves so much better.

Kindest regards,  
Mark



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# Developing Leaders Lead the Way

By: James A. Schmidt & James Ullrich



The NAIOP Tampa Bay Chapter has seen the robust growth of its Developing Leaders program, designed for real estate entrepreneurs and professionals under the age of 35. Led in its inaugural year by Ryan Sampson of the Eshenbaugh Land Company, the 2009 year has been co-chaired by James Schmidt and Jimmy Ullrich, investment broker with Colliers Arnold. The two are supported by a committee of half a dozen dedicated DL members. Together they have built up a membership of 42, hosted four quality programs, and broke ground on a new Mentoring program.



The Developing Leaders programs have featured a commitment to each of NAIOP's three principles, public policy, education and networking. Steve Meyers, former Highwoods star, kicked off the year by presenting a case study in which he discussed the challenges he overcame and lessons he learned while developing the Highwoods Preserve site. The DL's second program was marketed as "Dinner With a Winner" and hosted 8 industry veterans, each of whom spent 20 minutes with a group of 5 DL's tackling tough off the cuff questions before moving to the next group. Dinner With the Winner served a dual purpose to promote the new Mentorship program which is thriving to date. The DL's ushered in the summer season enjoying a sunset program held at the newly developed Westin Hotel, Aquaknox Lounge. The evening featured a conversation led by land use attorney Ron Weaver, on the policy implications of the region's transit choices. In September, the DL's hosted NAIOP Corporate President, Tom Bisacquino, at a dinner at the Oyster Catchers on Rocky Point. The NAIOP President led an interactive discussion that covered a variety of issues that the industry and association's members are currently facing.

The DL leadership remains committed to setting aggressive goals and expanding the services and value its offers to its peers. If you would like to become more involved in the leadership's day to day activities, please consider reaching out to myself or my co-chair, Jimmy Ullrich.

# Bay Watch Meetings Continue to Add Value

By: Andrea Zelman

Our monthly Tampa Bay Watch meetings continue to provide NAIOP members with the opportunity to meet with leaders in the Tampa Bay area in an intimate setting where we can learn about them, those projects on which they are working, their stance on issues, and provide them with specific feedback from our members. We have had a number of interesting speakers in 2009. We began the year with Stuart Rogel of the Tampa Bay Partnership, who spoke about the numerous economic development issues on which that group is focused. Bob Clifford of TBARTA spoke about that agency's transit plans and other transportation issues. We also heard from newly-elected Hillsborough County Commissioner Kevin Beckner, and took advantage of the opportunity to voice our issues and concerns to him. Karen Stewart spoke about economic development initiatives in Manatee County, particularly as related to their port. Pinellas County Commissioner Susan Latvala spoke about Tampa Bay Water issues, and former Commissioner Ronnie Duncan also spoke about issues that "cross the bridge" and span the Tampa Bay area. The group had a frank discussion with Peter Aluotto of Hillsborough County's Planning and Growth Management Department about issues unique to Hillsborough County. Ray Chiaramonte of the MPO gave an interesting presentation about light rail, high speed rail and other transit issues. We also recently had David Armijo of HART provide a presentation on the region's transit priorities. In the next few months we expect to hear from Christine Burdick of the Tampa Downtown Partnership, Keith Norden of the Committee of 100 and Don Skelton of FDOT.

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

TAMPA BAY CHAPTER

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## NAIOP *Mission Statement*

*Our mission is to provide the commercial and industrial real estate industry with a visionary, beneficial and responsive Association.*

*We provide member education, facilitate communication, foster business opportunities and promote effective public policy.*

*The association is committed to improving the professionalism of the individual, the image of the industry and quality of life in our communities.*



We wish to thank **fullCircle Creative Solutions** for their invaluable contribution to this newsletter.