



75 YEARS OF TRANSFORMATIVE IMPACT

What is ULI?

Urban Land Institute (ULI) is the oldest and largest network of cross-disciplinary real estate experts in the world. ULI is unique in that its many events, research, and mentorship opportunities not only advance careers but provide worldwide civic value, significantly influencing how we will live.

ULI is inspired and guided every day by its mission: to shape the future of the built environment for transformative impact in communities worldwide. It channels its resources and energies into three pressing challenges: decarbonization and net zero, increasing housing attainability, and educating the next generation of diverse leaders.

Perhaps the most direct manifestation of ULI's mission-driven focus is its Advisory Services Program (ASP), which for 75 years, has been changing the world, one community at a time.

What is ULI's Advisory Services Program (ASP)?

ULI's Advisory Services Program (ASP) pairs the brightest minds in real estate with the toughest problems facing our cities.

Convening cross-disciplinary real estate leaders for immersive, on-site panels, ASP panels produce a set of impactful recommendations to address economic development and revitalization, housing attainability, community resilience, and so much more. One of ASP's unique attributes is that its participants are unbiased: as opposed to paid consultants, these are leaders in their fields who are volunteering their skills, time and energy to create a more authentic blueprint for change. They are not beholden to what local leaders want to hear so much as what local leaders need to hear.

For ASP, ULI partners with government entities, commercial real estate leaders and non-profit community organizations. Its panels represent a carefully selected team of interdisciplinary experts that involve the local community at each step and stage of the process.

Why do we do ASPs?

To fulfill the promise of ULI's mission.

Our cities, big and small, are facing complex challenges - challenges that are affecting the lives of millions. These challenges are so multifaceted that the only way they can be solved is through professional collaboration.

Bringing together leading minds from urban development and investment, architecture, planning, finance and beyond, ULI is uniquely positioned to deliver the holistic, creative solutions that cities need today.

As one ULI member put it, *"if we don't answer the call, who will?"*

What are some examples of ASP's work?

Recent examples of ASP's work include a set of recommendations to revitalize San Francisco's downtown district, embed diversity, equity, and inclusion into the redevelopment of Fort Wayne's historic Electric Works campus, and drive economic growth in Cincinnati's Camp Washington industrial district.

ASP has made a tangible impact in hundreds of cities of all shapes and sizes. It has been called in to recommend infrastructure changes that improve inhabitants' day-to-day lives, to offer rebuilding strategies in the aftermath of damages, and to proactively identify opportunities for better, healthier life in cities.

As a ULI member, why should I get involved with ASP?

This is a chance to put your expertise to use for the places you care about most.

Those who participate in ASP say it is among their favorite parts of being a ULI member. Not only does ASP give them an opportunity to lend their skills for good, it breaks them free from the silos of their daily lives, introduces them to other leading minds in the industry and gives them an opportunity to travel.

ASP panels often collaborate with District Councils on projects allowing both national and local members to participate as panelists or local advisors. District Councils also offer Advisory Services programming with their local members, often called Technical Assistance Programs (TAPs), where members get to give their time and expertise in their own community.

Due to the immersive nature of the ASP experience, participants often leave with connections they hold on to for life.

As a community leader, how do I partner with ULI?

The breadth and depth of issues addressed by ASP is extensive. From housing and infrastructure challenges to economic disinvestment and beyond, ULI members are ready to solve your cities' most pressing land use and real estate issues. You can connect directly with the ULI Advisory Services Program or get in touch with a local District Council.

How can I learn more?

Visit the ASP website. If you are interested in bringing a panel to your community, your first step is to fill out a form that helps ULI understand more about the issue at hand. If you are a ULI member, you can participate through volunteering, contributing a gift of any size, or sharing your thoughts on a specific problem you believe should be addressed through ASP.