



Sponsorship Presentation

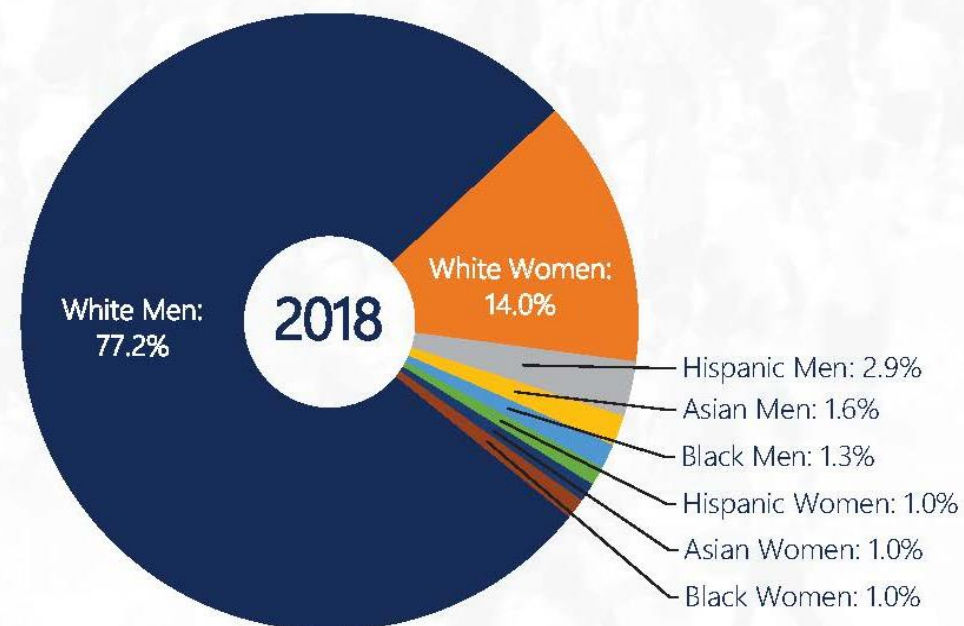


UP Program Summary

- **Create** a more sophisticated level of discourse at the neighborhood level through the education of tomorrow's voters, neighbors, colleagues, and public officials.
- **Teach** basic urban planning principles with a sensitivity to health and wealth creation to students from low income communities.
- **Engage** and educate high school students about career pathways in land use and real estate.
- **Student** development teams respond to public and private proposals to redevelop two sites in both fictional and actual urban neighborhoods.
- **Improve** diversity in the Real Estate Industry.

UrbanPlan
ReBootUP 2019

Diversity in Executive and Senior-Level Commercial Real Estate (CRE) Industry Positions Within the U.S.



SOURCE

• "Beyond Race And Gender: How CRE Professionals Are Changing Workplace Diversity" (Bisnow – May 29, 2018)

3

UP Program Snapshot

- **Curriculum/Content:** UP camp has 30 class hours and field based learning that introduce private and public sector roles, complex trade-offs, and fundamental economics in play when proposing realistic solutions to vexing land use and economic development growth challenges.
- **Eligible Schools/Students:** Public and Charter High schools in low to moderate income (LMI) neighborhoods and Opportunity Zones (OZ).
- **Camp Participants:** Maximum of 15 - 30 students per school and 5 students per team performing in realistic business roles.
- **Volunteers/Facilitators/Judges:** UP camp teachers are supported by ULI members in the classroom.
- **Total Budget:** \$20,000



Why should you sponsor?

- Support UrbanPlan's launch as a 10 - day summer camp giving low income students exposure to urban community development.
- Allow the UrbanPlan to connect students to a real project (need) in their neighborhood.
- Strengthen and improve the business community's ability collaborate with local high schools.
- Identify high performing students to college urban planning schools.
- Take a proactive role in addressing the achievement gap by supporting the career and educational attainment of low income students.
- Increase exposure with minority students to career pathways by bringing subject matter experts to the classroom.
- Help to stimulate greater community engagement through schools located in higher poverty communities.
- Build positive brand awareness with future customers or employees.
- Develop a greater awareness with high school students of the impact land use decisions have in their communities through project based learning.

Examples of Grant Uses

- Training new teachers.
- Training a UP school camp program manager. Recruit and train UP volunteers.
- LEGOs, Site Plans, and design materials.
- Provide ULI Ten Principles for Rebuilding Neighborhood Retail, High-Density Development, Myths & Facts, and Careers in Real Estate books.
- Development of a mentorship program to engage USC Ross Minority Program in Real Estate alumni to expose campers to career pathways.
- Funds for field trips and awards for campers.
- Marketing Materials for community outreach.





Neighborhood Council Meeting 2018

ULI Urban Land Los Angeles
Institute

A ULI ADVISORY SERVICES TECHNICAL ASSISTANCE PANEL REPORT

NORTH BROADWAY CORRIDOR

NOVEMBER 2018



Academic Objectives

High school students learn the essence of development - how the forces of our market economy clash and collaborate with the nonmarket forces of our representative democracy to create their built environment—providing the foundation required for any informed land use discussion.

Like the real estate development process in real life, UrbanPlan is multidisciplinary and its curriculum challenges students in the areas of financial analysis, public speaking, communications, team dynamics, creativity, decision making, and community values. It engages academic skills in government and political science, economics, finance, math, sociology, and geography. The USC Lusk Center for Real Estate is our academic partner and will bring its alumni into the summer camp to coach students and teachers.

The UrbanPlan summer camp is taught by teachers from the participating high schools:

Abraham Lincoln High School - 3501 North Broadway, Los Angeles, CA 90031

Smidt Technology High School - 211 South Avenue 20, Los Angeles, CA 90031

Program Matrix

Program Objective	Data Collection Method	Program Outcomes
Increase students understanding of real estate and land use concepts	Pre and Post survey + student evaluation rubric for classroom (covers the student evaluation during oral presentation and camp interactions)	Enroll 30 low income students and increase their knowledge and understanding of real estate and land use concepts in their neighborhood
Expose students to real estate and land use professionals, career pathways, and potential mentorship relationships	Complete a roster and database of UP volunteers and all contact information	Engage 15-20 volunteers from Urban Land Institute, USC Ross Minority Program in Real Estate, and other relevant industries and distribute contacts to students
Expose students to actual development opportunity in their neighborhood	Evaluation of week 2 presentations of actual site	Site visit to local development opportunity in the neighborhood

Program Budget

UP Teacher Stipends	\$7,500
Program Manager Stipend	\$4,000
ULI Publications/Printing	\$3,000
Materials and LEGO Kits	\$2,000
Outreach & Marketing	\$2,000
Other ULI Costs	\$1,000
Contingency Fund	\$ 500
Total:	\$20,000

Target Market 2019

Lincoln Heights is one of LA's oldest neighborhoods and one of its most needy or under invested communities. It has been designated an Opportunity Zone under the 2017 Tax Cuts and Jobs Act. Lincoln Heights suffers from a high degree of disinvestment where 23% of the residents live below poverty line. Our UP schools are located on the North Broadway commercial corridor in Lincoln Heights.

An Opportunity Zone is an economically-distressed community.



Student/Lincoln Heights Demographics

Summer Camp School	Census Tract	% Poverty	% Minority
Abraham Lincoln High	1992.02	23.61	91.69
Alliance SmidtTech High	1990.00	32.54	94.94

Sponsorships Levels

Gold UrbanPlan Builder	\$ 10,000
Silver UrbanPlan Builder	\$ 5,000
Bronze UrbanPlan Educator	\$ 3,000

Supporting Members

Friends of UrbanPlan (Includes UrbanPlan Gear)	\$ 250
UrbanPlan Gear Shirts	\$ 125
UrbanPlan Gear Caps	\$ 75

Click link to purchase gear:

<http://losangelesldc.com/reboot-up.php>



Sponsorship Benefits

Gold UrbanPlan Builder

- Priority on all Publicity and Marketing for ReBootUP Summer Camp 2019
- Priority on all Classroom Volunteer & Judge opportunities (requires training)
- Includes Silver sponsorship District Council benefits *(new or upgrading sponsors only)*

Silver UrbanPlan Builder

- Priority on all Publicity and Marketing for ReBootUP Summer Camp 2019
- Priority on all Classroom Volunteer & Judge opportunities (requires training)
- Includes Bronze sponsorship District Council benefits *(new Bronze sponsors only)*

Bronze UrbanPlan Educator

- Priority on all Publicity and Marketing for ReBootUP Summer Camp 2019
- Priority on all Classroom Volunteer & Judge opportunities (requires training)

Sponsorship Confirmation Form

Please indicate your participation as a sponsor of the UrbanPlan 2019 by checking one category below.

PRESENTING SPONSOR: Nancy Voorhees - Voorhees Ventures

☐ **GOLD SPONSOR (\$10,000)**
Recognition in all UrbanPlan Materials
2 Reserved Volunteer Opportunities

☐ **SILVER SPONSOR (\$5,000)**
Recognition in all UrbanPlan Materials
1 Reserved Volunteer Opportunity

☐ **BRONZE SPONSOR (\$3,000)**
Recognition in all UrbanPlan Materials

☐ **FRIENDS OF THE URBANPLAN (\$250)**
Recognition on UrbanPlan Website Only

ALL SPONSORS:

Committed by May 15th, 2019 deadline:

Alphabetical listing of company on UrbanPlan Materials

Alphabetical listing of company on ULI-LA Website and Annual Report

MEDIA BENEFITS:

All sponsors committed **by April 15th, 2019 deadline** will be included.

ALL SPONSORS: PLEASE provide a high resolution digital image (greater than 300 dpi. jpg format or vector artwork.eps) of your logo to **Michael.Parada@uli.org**.

☐ Yes, we'd like to reserve our priority volunteer training slots (members only).

☐ No, we'd like our priority training slots to be offered to a non-profit organization.

PLEASE DONATE TO:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State _____ Zip _____

Telephone: _____ Fax: _____

E-mail: _____

To confirm your sponsorship:

FAX THIS COMPLETED FORM to (213) 213-2240 or

E-Mail to Michael.Parada @uli.org



UrbanPlan

ReBootUP²⁰¹⁹

QUESTIONS? COMMENTS?

For more information, contact:

mbanner@losangelesldc.com

213-362-9111