

INNOVATION NAME: First Annual Commercial Real Estate Summit
"Its All About Scottsdale"

ASSOCIATION NAME: Scottsdale Area Association of REALTORS®

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Project Summary

Purpose:

Our purpose was to provide our commercial members with the education and resources in their specialty areas that will enable them to conduct business ethically, successfully and professionally. This Commercial Real Estate summit would increase our service level to our commercial members and to promote SAAR as an organization that supports its commercial agents.

Objectives:

To increase and maintain our commercial member base by enhancing the membership value by providing a one day program to review all major aspects of the commercial real estate industry in and around the City of Scottsdale.

Opportunity to increase the members business success and expand their networking relationships through specialty education.

To attract non-REALTOR® Commercial agents to the event and create an awareness of the commercial benefits & value of belonging to a REALTOR® organization

Promote to the General Public that SAAR has a strong presence and an in-depth knowledge of the Scottsdale Commercial Real Estate Market and that we are a great source for commercial real estate information

Fill a void in Arizona for commercial member services.

Project Financials:

Project Budget Overview, Income (fees, grant, etc.), Expenses (How was money spent?): Have attached budget with the estimated and actual expenses. Budget also reflects final numbers with, and without, costs for staff time

Performance Measures and Benchmarks

Outline task meeting and activities required to close the project

Create Structure of event

Locate venue

Identify 3 main areas of commercial activities and solicit expert keynote speakers

Identify key areas of interest to commercial sector for mini-sessions

Locate appropriate presenters for each mini-session

Create Sponsorship Opportunity categories

Market Sponsorships

Constant Promotion and marketing to SAAR members and those outside of our REALTOR® Membership

Define volunteer activities for day of event.

Facility cost containment

Create specific survey

What level of success was achieved?

Success was measured in several ways: (a) by achieving our registration goal of 200+ to include REALTOR® members as well as non-member commercial and industrial agents throughout Arizona, (b) by engaging commercial non-members in a meaningful way that encourages them to belong to a REALTOR® organization, (c) measured success through a thorough evaluation of the mini-sessions using paper evaluations and online evaluations for the overall event, and (d) by reaching out to those non-members who attend about the value of REALTOR® membership and follow-up with membership application information. The overall opinion by the attendees was that the Summit was a strong success and that the tradition should be sustained.

Project Timeline (how long did it take)

The initial planning started in October of 2012 with the Summit being held in early April 2013.

Project Management

Marketing Strategy: Initial marketing started with obtaining committed funds from sponsors and developing lists of potential commercial related attendees to utilize for target marketing. Identifying local media sources and organizations that would be able to assist in sharing information about the event. Promotion and speaking opportunities at all SAAR events and classes, REALTOR Marketing meetings and valley wide networking groups and chambers, in addition to the 8200 SAAR Membership. Created a large promotion piece on the association's website.

Planning Meetings: Because the Commercial Summit was the 1st of its kind for SAAR and the Commercial Services Committee, communication between planning group and staff was almost daily. The monthly meetings were more of a review and recap and “to-do-list” update.

Day-to-Day Project Management: The day-to-day project management was the combined effort of the Commercial Services Committee and SAAR staff. SAAR Staff was responsible for venue selection, contracts, venue coordination, web & e-blast promotions and creation of marketing materials, Staff Director of Community Affairs was instrumental in obtaining excellent speakers for the event. Commercial Services Committee focused on marketing and sponsorships. The last 6 weeks of event SAAR Staff and Commercial Services committee worked closely together to finalize key speakers, break-out session speakers and sponsor commitments and logistics to finalize the preparation for the event.

Lesson Learned/Outcomes

Who benefited from your project? SAAR gained huge respect for supporting their commercial agents. In addition to the SAAR Commercial members, those who benefited were Non-REALTOR® Real Estate Brokers and Agents, Vendors, Developers, Investors, and the General Public, members of SIOR, CCIM, other REALTOR® associations in Arizona, Arizona Association of REALTORS®, National Association of Hispanic REALTORS®, Asian Association of REALTORS®, other Industry groups, such as, Commercial Real Estate Women (CREW), National Association of Industrial & Office Professionals (NAIOP) & Valley Partnership. The residential agents that attended the Commercial Summit also gained strong insight to the overall commercial activities in and around Scottsdale.

Project Highlights: The most important highlight that developed during this project was: by combining the initial concept of an event highlighting commercial development in Scottsdale with some of the best expert speakers for each area of commercial real estate in Scottsdale – the event created a synergy between not only commercial and residential agents, but also private industry, government entities and the local sovereign tribal nations.

Project Best Practices:

What Processes worked well: Continued “out of the box” marketing proved to be very successful. Learning the most effective ways to work together while working with numerous volunteers and staff on the many functions of this event which required constant communication. This communication advantage will be a strong asset for any and all future commercial events..

What could have been improved, and how? Starting earlier promotion and marketing to those outside of our REALTOR® Membership.

Advice or comments for implementing in another Association: Very important to engage with those in the private sector, government entities and community groups that are influential in commercial development in their area.

Supporting Documents

Budget Document
Event Program
Event Flyer

First Annual

SCOTTSDALE COMMERCIAL REAL ESTATE SUMMIT

"IT'S ALL ABOUT SCOTTSDALE"



Hosted by Scottsdale Area Association of REALTORS®

FRIDAY APRIL 12, 2013

8:00 AM - 4:15 PM

The Hilton Scottsdale Resort

6333 N. Scottsdale Rd., Scottsdale, AZ 85250



Designed specifically not only for commercial / residential agents, developers, business owners and government entities. The Summit will provide details on the current and planned developments in and around the City of Scottsdale.

PUBLIC WELCOME!

Cost: \$45(early bird), \$55 (April 2 to 11), \$65 (at the door)

License renewal hours: 3 Real Estate Legal Issues - MORNING SESSION ONLY

For program information please contact:

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For registration questions please contact:

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Register online at: **WWW.SAARONLINE.COM**



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OVER 



The Ideal Environment for the Real Estate Professional

Thank you for attending the First Annual Scottsdale Commercial Real Estate Summit!

Please visit us at SAARonline.com for future events!

Scan QR Code to complete the event survey &
receive access to presenter's powerpoints and
presentations



Presentations will be available after 6:00pm this
evening

First Annual

SCOTTSDALE COMMERCIAL REAL ESTATE SUMMIT

"IT'S ALL ABOUT SCOTTSDALE"



Event Program

April 12, 2013

Rebecca Grossman

On behalf of the Board of Directors and the nearly 8,000 members of the Scottsdale Area Association of REALTORS® I'd like to extend an enthusiastic congratulations to the Commercial Services Committee (CSC) for their extraordinary work in presenting our first Annual Commercial Summit. While the title is "It's All About Scottsdale" we all know it is way more than that. Scottsdale, Paradise Valley, Salt River Pima Maricopa Indian Community (SRPIMIC), Fountain Hills, Carefree and Cave Creek all reside within the Valley of the Sun, which in turn, forms the economic heart of the State of Arizona.



Accordingly, while our focus may be Scottsdale, our vision, impact and interests extend well beyond our municipal boundaries. We are excited about the energy Greater Phoenix Economic Council (GPEC) is bringing to our area and are fully aware of the importance of Arizona's tourism efforts.

Our neighbors to the east the SRPIMIC have been executing a creative and successful economic development plan and the results are apparent with new office, retail and entertainment projects built and planned.

Scottsdale and surrounding communities are dusting themselves off after a difficult past six years and there are signs on the horizon of real progress in the downtown and in the airport. Along with new development come the challenges of replacing infrastructure and bonding for new public works projects. The City will have key leaders at the Summit to help us understand what's in store for Scottsdale.

Also, vitally important is our retail environment as this sector is one of the most important drivers of our economy. As well, the expanding importance of quality healthcare has become nearly a daily topic of conversation among all citizens.

And it goes without saying, that of transportation networks and systems is the hub and spokes of the entire wheel of economic development.

It is incumbent on each of us to deepen our understanding of how all these interests must work together to fulfill our mission to make Scottsdale and its neighbors the region's premier destination for retail, quality housing, healthcare, entertainment and tourism.

Once again, our sincerest thanks and congratulations to the CSC for their hard work and dedication in bringing us all to this Summit today.

Morning:

8:00am - 11:45am

Master of Ceremonies- John C. Little, Jr.

Continental Breakfast - Registration

Scottsdale's Place in the Global Marketplace

*Chris Carracho, Executive Vice President,
Greater Phoenix Economic Council (GPEC)*

Development Climate and Opportunities in North Scottsdale

Jim Keeley, Scottsdale Partner, Colliers International

Economic Growth and Development in Southern Scottsdale

Paul Katsenes, City of Scottsdale

Lunch:

12:00pm - 1:00pm

The Future of Commercial Development in and around Scottsdale

Jim Pederson, Founder and Chairman, The Pederson Group

Afternoon Break-out Sessions:

(three topics per hour)

1:15pm - 2:15pm 1st Session

Breakout Room #1 Steve Helm-Macerich

Breakout Room #2: T.A. Shover-DMB

Breakout Room #3: Erin Perreault & Randy Grant-Scottsdale General Plan

2:15pm - 3:15pm 2nd Session

Breakout Room #1: Gary Baker-Scottsdale Health Care

Breakout Room #2: Gary Mascaro-Scottsdale Airport

Breakout Room #3: Blessing McAnlis-Vasquez, Stacey Gubser, &

Suzanne Colver-SRPIMIC

3:15pm - 4:15pm 3rd Session

Breakout Room #1: Eric Anderson-MAG

Breakout Room #2: Mark Stanton-AZ Office of Tourism

Breakout Room #3: Mark Forrester & Jim Deakynre-Hendricks & Partners

Commercial Summit 2013

Event Budget - Expenses

| | Estimated | Actual |
|-------------------------------------|---------------------|---------------------|
| Commercial Service Liason | \$ 2,995.00 | \$ 5,990.00 |
| Event Coordinator | \$ 1,722.00 | \$ 3,444.00 |
| Director of Community Affairs | \$ 2,461.00 | \$ 4,922.00 |
| Assistant Executive Officer | \$ 969.00 | \$ 1,938.00 |
| Total | \$ 8,147.00 | \$ 16,294.00 |
| Marketing & Publicity | Estimated | Actual |
| In House Flyers/Posters Printing | \$ 2,000.00 | \$ 122.92 |
| Arizona School Journal | | \$ 406.66 |
| Phoenix Business Journal Calendar | | \$ 99.00 |
| Check Your Calendar.com | | \$ 30.00 |
| Co Star Data Base Student Pay | | \$ 146.00 |
| Total | \$ 2,000.00 | \$ 804.58 |
| Program/Event | Estimated | Actual |
| Program Printing | \$ 1,000.00 | 994.56 |
| Prizes | \$ 1,000.00 | 1000 |
| Name Badges & Lanyards | \$ 1,500.00 | 540.5 |
| Total | \$ 3,500.00 | 2,535.06 |
| Facilities | Estimated | Actual |
| Venue/ Catering (\$62) x 240 People | \$ 14,880.00 | \$ 14,993.26 |
| AV Equipment | \$ 6,000.00 | \$ 5,559.00 |
| Misc | \$ 1,000.00 | - |
| Total | \$ 21,880.00 | \$ 20,552.26 |
| Total Expenses | Estimated | Actual |
| | \$ 35,527.00 | \$ 40,185.90 |

Commercial Summit 2013

Event Budget - Income

| Attendees | | Estimated | Actual | | Estimated | Actual |
|-----------|--|-----------|--------|-------------------------|-------------|--------------|
| | | 125 | 97 | Price @ \$45 | \$ 5,625.00 | \$ 4,365.00 |
| | | 30 | 82 | Late Fee (Apr 1) @ \$55 | \$ 1,650.00 | \$ 4,510.00 |
| | | | | Full Table = 2 @ 400.00 | \$ 800.00 | \$ 800.00 |
| | | 20 | 16 | Day Of Price @\$65 | \$ 1,300.00 | \$ 1,040.00 |
| | | | | | | |
| | | | | | \$ 9,375.00 | \$ 10,715.00 |

| Sponsorships | | Estimated | Actual |
|--------------|---|--------------|--------------|
| | NAR Grant | \$ 3,000.00 | \$ 3,000.00 |
| | Medal/Special Sponsor (Excelligent/Clark Sanchez) | \$ 1,750.00 | \$ 1,750.00 |
| | Gold Sponsor | \$ 5,000.00 | \$ 5,000.00 |
| | Silver Sponsor | \$ 6,000.00 | \$ 5,000.00 |
| | Break Out Sponsor | \$ 2,250.00 | \$ 2,250.00 |
| | | \$ 18,000.00 | \$ 17,000.00 |

| Total Income | | Estimated | Actual |
|--------------|--|--------------|--------------|
| | | \$ 27,375.00 | \$ 27,715.00 |

Commercial Summit 2013

Event Budget for Event Name : PROFIT/LOSS SUMMARY

| | Estimated | Actual Plus Staff | Actual Minus Staff |
|-------------------------------|----------------------|-----------------------|--------------------|
| Total income | \$ 27,375.00 | \$ 27,715.00 | \$ 27,715.00 |
| Total expenses | \$ 35,527.00 | \$ 40,185.90 | \$ 23,891.90 |
| Total profit (or loss) | \$ (8,152.00) | \$ (12,470.90) | \$ 3,823.10 |

