

2018 | ULI Carolinas' Meeting

Leading the Region Forward

2018 Carolinas' Meeting Schedule

Sunday, February 11, 2018

Registration and Networking

Sunday, February 11, 2018 3:30 pm – 6:30 pm

Regional Initiative Councils' Dinner

Sunday, February 11, 2018 6:30 pm -9:00 pm

Monday, February 12, 2018

Registration and Networking

Monday, February 12, 2018 6:30 am – 6:00 pm

Mobile Tour: Economic Impacts of Trail Oriented Development: Lessons from The Swamp Rabbit Trail (ticketed event)

Monday, February 12, 2018 07:00 am – 11:30 am

Hiking and biking trails do more than promote healthy lifestyles and improve quality of life—they make good business sense, too. Join this tour and visit key features along The Swamp Rabbit Trail—a 19.9-mile multi-use greenway system that stretches from Travelers Rest to downtown Greenville. This tour will depart from the Hyatt and take us by bus to Travelers Rest where we will hear from town officials how the trail has spurred significant revitalization and fostered new businesses. We will re-board the bus to visit the Swamp Rabbit Grocery—where we will hear from local business owners about the economic and community impacts the trail has had. From there, rental bikes and gear will be available to those interested in experiencing the trail firsthand. This 3.0-mile return trip to the Hyatt is downhill and well-marked. Tour guides will accompany riders along the way. A bus will also be available in case of inclement weather and for those not interested in the bike ride. **This event is sold out.**

Mobile Tour: Hub City Renaissance: See Spartanburg Rise (ticketed event)

Monday, February 12, 2018 08:00 am – 11:30 am

Join ULI for an insider's look at the largest transformational development boom Spartanburg has seen in decades! We will visit vibrant new Main Street additions like FR8yard, a unique open-air biergarten and social hub, and The Silo, a new restaurant concept from downtown craft brewery RJ Rockers, finishing our tour with stunning views and a panel discussion at Level 10, a new Rick Erwin restaurant on top of the recently opened 10-story AC Hotel Spartanburg, the first AC by Marriott in South Carolina. Panelists will discuss the redevelopment of crucial historic Spartanburg landmarks, the Montgomery and Aug W. Smith buildings, as well as the nearby Drayton Mills mixed use project, while also exploring how

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Spartanburg's more recent additions have added to its unique downtown tapestry. While in Spartanburg, we will explore how the Northside Initiative is revitalizing a local community from the ground up through thoughtful planning, private and public investment, and citizen empowerment, and how arts, education, and public and private sectors are joining forces to usher in a renaissance of the City of Spartanburg. **This event is sold out.**

Mobile Tour: Downtown Greenville Tour with Mayor Knox White (ticketed event)

Monday, February 12, 2018 08:30 am – 11:30 am

Hear the story of Greenville's downtown revitalization from insiders and learn about the catalytic real estate development projects that helped the city realize the vision of becoming one of the best small cities in America. This tour will begin on foot with a guided walk down Main Street to the intersection of Main and Broad Streets where the large, mixed use project, Camperdown, is under construction. There, we will board a trolley to see Greenville's West End, Fluor Field and the up-and-coming Village of West Greenville.

Regional Initiative Councils' (invitation only)

Carolina Trends Council- Monday, February 12, 2018 7:30am-noon

Rethinking Southern Cities Council- Monday, February 12, 2018 7:30am-noon

Young Leader Council- Monday, February 12, 2018 7:30am-noon

Opening Session Lunch

Monday, February 12, 2018 12:30 pm – 1:45 pm *Regency Ballroom*

For the past 30 years, the City of Greenville has collaborated with both the private sector and civic institutions to create unique development partnerships, stimulating major downtown revitalization projects that have had far-reaching impacts. Hear from key leaders involved in the many public-private partnerships that lead downtown's rebirth, making Greenville, South Carolina one of the best places to live in America today.

Keynote Session: Leading the Region Forward

Monday, February 12, 2018 01:45 pm – 2:45 pm *Regency Ballroom*

As the Carolinas' change and grow, we face hard decisions about the future of our region, from connectivity to affordable housing to resiliency. This session will provide you with a fast-paced "TED TALK" style of program on key topics in our communities.

Speakers: **Billy Grayson**, ULI Center for Sustainability and Economic Performance (Washington, DC), **Doug Webster**, CBRE (Greenville, SC), **Ron Terwilliger**, Terwilliger Pappas Multifamily Partners (Atlanta, GA)

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Concurrent Session: The Past and Future is Humanity: How Emotional Experience is Shaping Real Estate across Asset Classes

Monday, February 12, 2018 03:00 pm – 4:00 pm *Redbud*

The term “experiential retail” has become a popular way to describe retail spaces that are thriving and engaging. But the concept is no longer confined to retail. Join **Norma Morales Perez**, Senior Vice President of Brand and Culture at EDENs, to learn why curating the customer experience may have started with retail but is quickly becoming a differentiator for cutting-edge multifamily and office projects as well.

Speakers: **Holly Christian**, Design Director, Gensler, **Norma Morales Perez**, Senior Vice President, Brand and Culture, EDENs, **Michael Tubridy**, Managing Director, Crescent Communities

Concurrent Session: Affordable Housing in the Carolinas

Monday, February 12, 2018 03:00 pm – 4:00 pm *Regency Ballroom A-B*

Housing is a key component to creating and sustaining thriving communities. With affordable housing in the spotlight, we are focused on ways to retail naturally occurring affordable units, ways to mix affordable and market-rate units, and unique funding approaches for projects. This session will focus on highlighting trends in our region and some projects and communities successfully implementing affordable housing.

Speakers: **Liz Ward**, Charlotte-Mecklenburg Housing Partnership (moderator), **Tammie Hoy Hawkins**, President of Together Consulting and Project Manager for Northside Development Group, Spartanburg, SC, **Charles Buki**, President of czbLLC, Alexandria, VA, **Michael Gribble**, Vice President, Development, Northwood Ravin, Charlotte, NC

Concurrent Session: Mobility & Connectivity: Challenges & Opportunities in the Carolinas

Monday, February 12, 2018 03:00 pm – 4:00 pm *Regency Ballroom C-H*

Both the global automotive industry and energy markets are undergoing unprecedented change. The resulting new mobility ecosystem and the implementation of intelligent cities technologies will transform the way we build communities, connect them and power them. Join this panel of experts to learn what these new mobility and infrastructure ecosystems entail and how leaders in the Carolinas are making bold plays to catalyze the future of mobility.

Speakers: **Michael Knight**, Smart City 2020, **George Fletcher**, City of Greenville Council Member, **Doug Webster**, CBRE, Moderator

General Session: Faster, Better, Smarter: Emerging Technologies & The Future of Real Estate Monday, February 12, 2018 04:15 pm – 5:15 PM *Regency Ballroom C-H*

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The growing influence of technology in real estate is unmistakable. Thought leader, **Paul Doherty** of The Digit Group, will discuss the transformative impact and opportunity that technology will have in the coming decades. Following his presentation, Paul will sit down with Executive Director of ULI's Center for Sustainability and Economic Performance, **Billy Grayson** for a dynamic discussion of what we can expect in the Carolinas' and when. This must-see session will deepen your understanding of emerging trends and some of the most influential technologies facing the real estate community.

Networking Reception

Monday, February 12, 2018 05:15 pm – 6:45 pm

Leadership Reception (invitation only)

Monday, February 12, 2018 06:30 pm – 7:30 pm

WLI Dinner (ticketed event)

Monday, February 12, 2018 07:30 pm – 9:30 pm

With so many great dining options in downtown Greenville, it seems unfair to have to choose just one! Join ULI's Women's Leadership Initiative (WLI) for this Progressive Dinner and sample three of Greenville's favorite dining establishments. Diners will start with appetizers and a signature cocktail at Nose Dive, then move across the street to Soby's for dinner entrees. After dinner we will follow the river to The Lazy Goat for dessert. Your ticket includes all food and beverages!

Young Leader Meet Up (drop in)

Monday, February 12, 2018 09:00 pm – 11:00 pm

ULI South Carolina Upstate Young Leader Co-Chairs, Chandler Cox and Bowman Still, invite you to the YLG Drop-in at Ink & Ivy, 21 East Coffee Street, 9:00PM until..... Meet YLG colleagues from across the Carolinas and reconnect with those you haven't seen since the last ULI Carolinas' meeting! Ink & Ivy is a mere 5-minute walk from the Hyatt. Weather permitting, we will be on the roof deck! We hope to see you there!

Tuesday, February 13, 2018

Registration and Networking

Tuesday, February 13, 2018 7:00 am – 12:00 pm

Continental Breakfast

Tuesday, February 13, 2018 07:15 am – 8:00 am *Regency Ballroom Foyer, A-B*

Crane Watch: Cool Projects Across the Carolinas

Tuesday, February 13, 2018 08:00 am – 9:00 am *Regency Ballroom C-H*

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This fast-paced session features six interesting, diverse and cutting-edge projects under construction across the Carolinas. The panelists will share mini-case studies of their projects including the development and the lessons learned, photos, site and floor plans and the development timeline, in addition to site, building and financial data. Projects to be featured:

- Camp North End, Charlotte – **Tommy Mann**, ATCO
- West Edge, Charleston – **Michael Maher**, WestEdge Foundation
- Montgomery Building, Spartanburg BF – **Tom Finnegan**, Spartanburg LLC
- Union Station, Raleigh, NC – **Kenneth Bowers**, City of Raleigh
- Durham ID, Durham – **Jessica Brock**, Longfellow Real Estate Partners
- The RailYard, Charlotte – **Mike Harrell**, Beacon Partners

Phil Hughes of Hughes Investments will moderate this panel.

Concurrent Session: Urban Ideas Competition

Tuesday, February 13, 2018 09:15 am – 10:15 am *Regency Ballroom C-H*

Multidisciplinary teams from around the Carolinas were invited to submit proposals for redevelopment a vacant city block on the historic Georgetown, S.C. waterfront and a neighboring city-owned island. The goal of the competition is to surface innovative ideas and practical solutions in design and development that can positively impact the community and its built environment. Finalist teams will present their proposals at this session in front of a distinguished jury panel and a winner will be selected. All proposals submitted as part of the competition will be on display during and after the session.

Jury Panel: **Tracy Dodson**, Lincoln Harris, **Brian O'Haver**, Stewart, **Gloria Tinubu**, City of Georgetown

Concurrent Session: New Industrial Landscape: Global Dynamics, Local Impacts

Tuesday, February 13, 2018 09:15 am – 10:15 am *Regency Ballroom A-B*

Global dynamics and technological advancements continue to drive change in the industrial sector. From increasingly disseminated suppliers to the rise of “intelligent factories,” the way we build and deliver the goods that fuel our economy may never be the same. Join this expert panel to learn how the Carolinas will continue to compete on the global stage and what local impacts we can expect to see.

Panelists: **T. Craig Arnold**, Real Estate, Facility Design & Construction, Americas, BMW, **Jack Ellenberg**, Office of Corporate Partnerships & Strategic Initiatives, Clemson University, **Jon Morris**, Senior Partner, Industrial Division, Beacon Partners, **Josh Jones**, Director of Real Estate, Industrial Division, Johnson Development Associates, Inc., (moderator).

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Closing Keynote Session: Leading the Region Forward City by City

Tuesday, February 13, 2018 10:30 am – 12:00 pm *Regency Ballroom C-H*

Cities that cultivate, utilize and sustain networks of public, private and civic actors will continue to lead the Carolinas forward. Join ULI Global CEO, Patrick Phillips for a stimulating conversation with three of the Carolinas' most thought-provoking mayors about the changing business of city building, what they wish the real estate industry knew about their job and what we can do to help cities better prepare for and manage the changes ahead.

Panelists: **Mayor Steve Benjamin**, Columbia, SC, **Mayor Esther Manheimer**, Asheville, NC, **Mayor Knox White**, Greenville, SC, Patrick Phillips, ULI Global CEO, (moderator).