

LOCUS



Smart Growth America
Making Neighborhoods Great Together



Join LOCUS



LOCUS Steering Committee Members

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ZRZ Realty

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Don Briggs

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Federal Realty Investment Trust

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President – Real Estate Services
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Partner, Arcadia Land Company

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Bedrock Real Estate Services

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Jonathan Rose Companies

Marilyn Taylor

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University of Pennsylvania
School of Design



LOCUS is the nation's most exclusive and influential network of real estate developers and investors who advocate for sustainable, walkable urban development.

Across the country, demand is building for sustainable, walkable urban places. Many developers recognize this demand and want to meet it, but too often public policy stands in the way.

LOCUS: Responsible Real Estate Developers and Investors is a national network working to create more walkable, urban places through better public policy at the federal, state and metropolitan levels. LOCUS members provide members of Congress and state policy makers with expert advice on current consumer demand and the many benefits of smart growth strategies. Together, our members work to:

- Increase direct funding and financing to smart growth real estate projects, including transit-oriented development;
- Streamline federal, state, and local regulations to better support walkable, sustainable development; and
- Reform housing and tax programs to eliminate waste and provide greater housing and transportation options for all Americans.

Walkable, urban neighborhoods are increasingly popular, and smart growth strategies can help meet that demand. Smart growth also helps communities develop in ways that are sustainable for the environment, the economy, and their bottom lines. LOCUS members are a key part of making this work happen.

Member Benefits

Becoming a LOCUS member brings four types of benefits: **Advocacy, Business Development, Education, and Visibility.**

Advocacy

LOCUS gives developers and investors an effective voice in state capitals and in Washington.

- **Influence Congress:** Meet with members of Congress as part of LOCUS' Advocacy Days. Influence local and national public policy by serving on one of LOCUS' many policy working groups and committees.
- **Guide policy:** LOCUS is the chief advisory group to Smart Growth America on real estate issues. Members provide expert advice to Smart Growth America on a variety of technical and policy issues.
- **In-depth analysis:** Members receive LOCUS's Federal Financing Toolkit, an annual guide to federal funding and financing for real estate projects.
- **Meet elected leaders in your area:** Members enjoy special invitations to LOCUS LinkUps, a series of local events that connect LOCUS real estate developers with like-minded elected officials in cities across the country.

Business Development

Network with like-minded professionals, industry leaders and C-suite executives.

- **Join the national conference:** Enjoy discounted rates to the annual LOCUS Leadership Summit, the premier annual conference bringing together real estate developers, investors, elected officials and Washington thought leaders all in one place for education, networking and advocacy.
- **Connect online:** Meet and connect with fellow LOCUS members through our online membership directory.
- **Network locally:** Join additional networking events throughout the year in cities across the country.



Education

Learn how to advance your projects with our forums, resources, and other learning opportunities.

- **The latest news:** Stay up to date with what's happening in smart growth through our monthly newsletters. Steering Committee members also receive legislative bulletins with detailed discussion of what's happening in Washington.
- **Digital resources:** Learn best practices from other developers and see a database of RFPs with our members-only website, LOCUS 2.0.
- **Learn from fellow members:** Explore today's real estate challenges and opportunities with our online education forums.
- **Expert advice:** Our expert staff are available for advisory services and technical assistance tailored specifically to your company's priorities.
- **Get out in front:** Be among the first to see Smart Growth America's new research and reports.
- **Develop professionally:** Receive discounted rates for LOCUS and The George Washington University's Executive Education Program.

Visibility

Showcase your projects and enhance the triple-bottom line of your brand.

- **Showcase your projects:** Be featured in our monthly newsletters or the annual LOCUS Developers Showcase, which highlights the best developers and top regions for walkable, urban development.
- **Showcase your city:** Steering Committee members are eligible to host quarterly meetings in their region.
- **Speak nationally:** Provide the smart growth developer's perspective at conferences and forums across the country.
- **Enhance your reputation:** LOCUS's triple-bottom-line philosophy is an asset to any company.



Member Types

LOCUS memberships are available to Developers and Investors, Affiliates, Non-profit/Government Employees and Young Professionals at several levels.

Steering Committee member

\$10,000/year

Steering Committee members advise Smart Growth America and LOCUS on major policy issues and in doing so shape our broader work. Steering Committee members also enjoy unparalleled access to our expert staff and receive tailored assistance on advocacy concerns. Steering Committee memberships include access to our resources for ten individuals.

Developer and Investor members

These memberships are open to companies engaged in development, ownership, lending or financing of smart growth real estate.

Premier

\$2,000/year

Premier members receive all Professional level benefits, plus:

- Six individual memberships
- 25% off registration to the LOCUS Leadership Summit
- A free copy of the annual Industry Buyer's Guide
- Access the Director's Legislative Bulletin, a regular update on federal legislative and regulatory news about smart growth real estate and related issues.

Professional

\$1,000/year

Professional members receive all Associate level benefits, plus:

- Three individual memberships
- 10% off registration to the LOCUS Leadership Summit
- Advance access to Smart Growth America's publications
- Mailed copy of our Federal Funding and Financing Toolkit

Associate

\$400/year

Associate members receive the following benefits:

- Opportunity to serve on policy working groups
- Access to members-only website, LOCUS 2.0
- Invitations to exclusive networking events



Affiliate

Affiliate membership is open to companies engaged in trades or industries related to smart growth real estate, including lawyers, architects, contractors or consultants.

Premier

\$1,000/year

Premier members receive all Professional benefits, plus:

- Six individual memberships
- 25% off registration to the LOCUS Leadership Summit
- Showcased in the annual Industry Buyer's Guide
- Access the Director's Legislative Bulletin, a regular update on federal legislative and regulatory news about smart growth real estate and related issues.

Professional

\$750/year

Professional members receive all Associate level benefits, plus:

- Three individual memberships
- 10% off registration to the LOCUS Leadership Summit
- Included in the annual industry buyer's guide
- Advanced access to Smart Growth America's publications
- Mailed copy of our Federal Funding and Financing Toolkit

Associate

\$295/year

Associate members receive the following benefits:

- Opportunity to serve on policy working groups
- Access to members-only website, LOCUS 2.0
- Invitations to exclusive networking events

Non-profit/Government/Young Professional

\$100/year

Joining LOCUS as a non-profit employee, government employee, or young professional (under 35 years old) is a great way to meet developers, stay informed on policy issues, and grow your career in the responsible real estate development field. These members are invited to attend the LOCUS Leadership Summit, gain access to our webinars and buyer's guide, and receive our monthly newsletter.



Member Benefits by Type

	DEVELOPERS AND INVESTORS <i>or</i> AFFILIATES				Steering Committee
	Non-profit/Gov/ Young Pro	Associate	Professional	Premier	
Receive monthly LOCUS newsletter	✓	✓	✓	✓	✓
Join LOCUS webinars	✓	✓	✓	✓	✓
LOCUS Leadership Summit	✓	✓	10% off	25% off	50% off
LOCUS Buyer's Guide	✓	10% off	25% off	Free	Free
Serve on a policy working group		✓	✓	✓	✓
Members-only website		1 profile	3 profiles	6 profiles	10 profiles
Invitations to networking events		1 ticket	3 tickets	6 tickets	10 tickets
Discounted passes for LOCUS/ GWU Executive Education Program			3 passes	6 passes	10 passes
Advance access to Smart Growth America's publications			✓	✓	✓
Federal Financing Toolkit			✓	✓	✓
Director's Legislative Bulletin				✓	✓
Tailored advocacy services					✓
Set national policy agenda for LOCUS					✓

LOCUS Membership Application

To become a LOCUS member, fill out the application below and return by mail to LOCUS, 1707 L St. NW, Suite 250, Washington, DC, 20036. If you prefer, submit your application online at www.locusdevelopers.org/join-locus.

Select your membership level

Steering Committee (\$10,000/year)

Developers and Investors:

Premier (\$2,000/year) Professional (\$1,000/year) Associate (\$400/year)

Affiliate:

Premier (\$1,000/year) Professional (\$750/year) Associate (\$295/year)

Non-profit/Government/Young Professional (\$100/year)

Business Name: _____

Your Name: _____

Title: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Business Website: _____

Assistant's name (if applicable): _____

What topic area(s) are you interested in?

- | | |
|--|--|
| <input type="radio"/> New Approaches to Affordable Housing | <input type="radio"/> Suburban Retrofit |
| <input type="radio"/> Resilience | <input type="radio"/> Thoughtful Public Sector Leadership |
| <input type="radio"/> Innovative Financing Success Stories | <input type="radio"/> Measuring Economic & Social Equity Performance |
| <input type="radio"/> NIMBY Strategies | <input type="radio"/> Gentrification |
| <input type="radio"/> Land Economics | <input type="radio"/> Policy and Business Models Innovation |

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As a LOCUS member, I agree to:

- Adhere to triple bottom line development practices—equity, environment, and economy;
- Advocate for public policy that supports smart growth in walkable, sustainable development;
- Participate in media opportunities that tie your business’ work to a unified leading network;
- Provide input to LOCUS policy work so that doing the “right thing” is made easy; and
- Recruit colleagues to join and collaborate with LOCUS.

Signed: _____

Membership dues

Check (enclosed)

Make check payable to Smart Growth America with “LOCUS Membership” in the memo space

Online

Pay online at www.smartgrowthamerica.org/locus/locus-application/

Credit card

Visa MasterCard AMEX Discover

Name as it Appears on Card:

Credit Card No. _____

Expiration Date _____ CWV _____

Signature _____



LOCUSDevelopers.org



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Facebook.com/LOCUSDevelopers

LinkedIn.com/company/locus-developers