



**Urban Land  
Institute**



**Florida Product  
Councils**

# Florida Product Councils

## What is a Florida Product Council?

The Florida Product Council (FPC) program provides a multi-disciplinary forum for information exchange and the sharing of best practices among mid-and senior-level ULI members. Members have the opportunity to interact with like-minded professionals from around the state two times per year through site visits, case studies and round table discussions.

### Florida Product Council Meetings

- ▶ **FPC Members are required to attend two meetings per year.** These meetings include the **Florida Summit FPC Meeting** and the **FPC Mid-Year Meeting**. The location and date for these meetings changes every year. *Please note: Registration to the Florida Summit is required.*

### Member Expectations

- ▶ **Open, honest exchange:** Members participate openly and honestly, sharing specific, detailed information and experiences from their real estate practice.
- ▶ **Confidentiality:** Confidentiality is the foundation for open and honest sharing of detailed information and experience.
- ▶ **No self-promotion:** Discussions are aimed at delivering real take-home value.
- ▶ **Recruit the best and the brightest:** Innovative leaders, both ULI members and nonmembers, are invited to participate as guests. Members identify ways to continually add value to the conversation and make an impact in the community.
- ▶ **Active participation and contribution:** Because each FPC member will be chosen based on his or her unique background and experience, members are expected to be active participants and contributors in all FPC discussions.

### Product Councils Available

- ▶ **Community Housing & Development Council (CHDC)**  
The CHDC works to provide programming that focuses on understanding the markets in which our members' work, trends that impact community development, case studies and lessons learned, and innovating new approaches to planning, sustainability and the design of the built environment. Additionally, the expertise of the council members is leveraged to share best practices throughout the state.
- ▶ **Hospitality & Recreational Development Council (HRDC)**  
The HRDC is a collegial group of experienced developers, owners, operators and advisors of resort projects, second home and recreation-oriented communities and related leisure/hospitality facilities. Our goals include developing and sharing new ideas for improved resort/recreational products and second home/vacation home communities that respond to consumer trends and demands, sharing lessons learned and best practices to spur innovation while supporting market growth and excellence and sharing consumer market information and deal structures to better understand demand and improve investment returns.
- ▶ **Multi-Family Development Council (MFDC)**  
The MFDC is comprised of a wide variety of leaders in the multifamily industry throughout the state including developers, investors, lenders, and other key professionals in the field. With a focus on furthering the interests of its members and the industry as a whole, the MFDC serves as a venue for building valuable relationships while also providing a collaborative and interactive forum for discussing key issues facing the multifamily industry, best practices, and a range of in-depth topics including: demographic/market trends, site acquisitions, capital markets, architectural design, entitlements, construction costs, and leasing/sales strategies.
- ▶ **Urban Development/Mixed Use Development Council (UDMUC)**  
The UDMUC works to provide intrinsic programming that creates valuable take aways for its members and includes understanding the markets within Florida's Urban areas, market trends that impact mixed use development, case studies and lessons learned, and innovating new approaches to planning, sustainability and the design of various mixed-use elements. Council members involvement and contribution is instrumental in the expertise and best practices discussed, based on their work throughout Florida.

*We are open to further growing the FPC system with new Councils. Share your ideas and step up to lead a new Council in 2017/2018.*

### Council Requirements

- ▶ All ULI members working in Florida are eligible to apply. ULI membership required.
- ▶ Upon acceptance, council members commit to participating in the FPC Program for three years.
- ▶ FPC members commit to attending both the mid-year and Florida Summit Meetings at their own expense. Registration to the Florida Summit is required.
- ▶ Annual dues are \$300
- ▶ Every effort will be made to maintain councils that are diverse in terms of profession, geography, ethnicity and gender.

### ULI Florida Product Council Contacts

For more information on FPCs, please contact:

**Debra Dremann Ushkowitz**  
Chair, Florida Product Councils  
debra@leapdevgroup.com

**Carolyn Clark**  
FPC Director  
Carolyn.Clark@ULI.org

## Application Form

### Please submit the following materials:

1. Cover letter explaining why you are interested in joining a Florida Product Council
2. Brief bio
3. Completed application form

### Please email the required application materials to:

**Carolyn Clark**  
ULI Product Council Director  
Carolyn.Clark@ULI.org

### Contact information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

ULI Member ID #: \_\_\_\_\_

### The Process:

All applications will be processed within 4-6 weeks. Every effort will be made to place you in an FPC, although there is no guarantee that you will be admitted. Admission is dependent on selection by the FPC Executive Committee and is based on the diversity of geography (around the state) and business focus.

Should you have questions, please contact Carolyn.Clark@uli.org.

The cost to participate in a Florida Product Council is \$300 annually and you will be invoiced separately. Fees are due within 30 days of acceptance to the FPC program.

### Please Rank the FPC preference(s) of your choice from 1 - 2.

- \_\_\_\_ Community Housing & Development Council (CHDC)  
\_\_\_\_ Hospitality & Recreational Development Council (HRDC)  
\_\_\_\_ Multi-Family Development Council (MFDC)  
\_\_\_\_ Urban Development/Mixed Use Development Council (UDMUC)

### Additional questions:

Have you been on a National Product Council before?

- Yes  No

Are you willing to serve in a leadership role on your ULI Florida Product Council?

- Yes  No

Are you a Young Leader (under 35 years of age)?

- Yes  No

### What is your primary business?

- Development Firm, REIT, Asset Owner  
 Architect, Planner, Engineer  
 Consultant or Other Professional Service Firm  
 Real Estate Broker/Associate  
 Builder – General Contractor, Supplier  
 Attorney – Law Practice  
 Academic, Not-for-Profit, Public Agency, Gov't  
 Financial or Investment Firm or Fund Manager  
 Student  
 Other \_\_\_\_\_