

**The Mission** of the Urban Land Institute is to provide leadership in the responsible use of land and sustaining thriving communities worldwide.

**FY2017-18**

**ULI Charlotte** carries forth that mission by serving the Charlotte, Piedmont and Western North Carolina's public and private sectors with pragmatic land use expertise and education.

## Strategic Direction

### Who We Are

#### Guiding Principles

- Be the "thought leader" in the region for quality development and healthy places
- We will be the "intellectual exchange" body in the region for best practices

### What We Do

#### Initiatives that Support the Guiding Principles or Strengthen the Solid Foundation

- Deliver relevant educational programs on current topics of interest
- Be a convener of groups for networking, learning, and the exchange of ideas

### How We Do It

#### Build a Solid Foundation with:

- Strong staff
- Strong financial position
- Strong leadership and succession plan
- Strong member retention program
- Cross pollination of the committees

## Action Plan and Focus Areas

### ENGAGE in Conversations Around

- Affordable Housing
- Transportation and infrastructure
- Economic opportunity and social equity
- Urbanization and community growth and development
- *Develop programs and content and participate in community*

### GENERATE Research and Tool Kits Addressing

- Healthy places
- Generational lifestyle impacts on the community
- Growth and development practices

### MENTOR the Next Generation

- Future and present leaders in the community and land use
- Elected officials

### CULTIVATE Relationships with

- Community partners and non-profits with similar missions
- Public officials throughout the region
- Other District Councils in the region