

Message from NAIOP SoCal CEO

I know many of us have uttered the phrase “why can’t the government just leave us alone”. I sure have and I know those in commercial real estate often feel the same these days.

Not a day goes by where I don’t learn of another warehouse moratorium, tax, or new regulation proposed by a city or county in Southern California targeting commercial estate. Moreover, I increasingly hear of proposed development uses being rejected without consideration of a comprehensive set of facts. Often these disproportionately punitive decisions by local governments are accompanied by harsh criticism of the commercial estate industry inaccurately claiming that our industry doesn’t provide much value to communities in which we live and work.



Nothing could be further from the truth but in California the targeting of commercial real estate by governments will continue into the foreseeable future.

As CEO, I devote significant time to legislative affairs at the local, regional and state levels. We recently hired a local lobbyist with deep ties to Democrats and we provide strong financial support to our state lobbying organization, the California Business Properties Association (CBPA). We introduced new software that allows for the industry to seamlessly contact elected officials on key legislative issues. These committed resources made a major difference in our recent victory stopping the anti-warehouse bill, AB 2840, from moving forward this year.

But more must be done. Instead of letting others define us and playing catch-up we need to take back the narrative. We need earned media stories, local research and better education of elected officials on the jobs we create, critical role we play in providing food and medicines to millions, taxes we pay and daily contributions we make to quality of life in Southern California. Our industry is bursting with innovation and creativity – we now need to tell that story year round in Sacramento, council chambers, the media and conferences attended by government officials and staff.

One of the most difficult challenges is defining yourself instead of being defined by others. We have made real progress on legislative affairs but will need additional resources and a collective effort to take this challenge head on.

Last year we started our Gavel Sponsorship program to provide more resources for our critical legislative affairs work. I encourage you to become a Gavel Sponsor. To learn more about the sponsorship, click here: [Gavel Sponsorship](#).

With your support, I’m confident we can bolster our voice and continue building the SoCal of tomorrow.

A handwritten signature in black ink that reads "Timothy Jemal".

Timothy Jemal
CEO | NAIOP SoCal

Upcoming Events

OC Membership Mixer:

Cars & Cocktails!

GOURMET FOOD TRUCKS. DRINKS. NETWORKING.



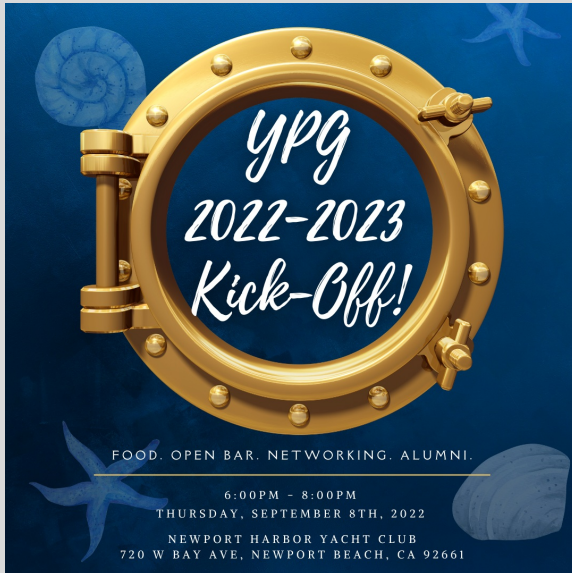
Cars & Cocktails

Wednesday, August 31st, 2022
17475 Gillette Ave, Irvine, CA 92614

Celebrate the end of summer with NAIOP SoCal! Get your networking on and raise a glass at NAIOP SoCal's Membership Mixer: Cars and Cocktails. Join us Wednesday, August 31st at Space Investment Partners in Irvine. Grab a drink and take a stroll as you enjoy an impressive collection of high end cars, gourmet food trucks, and network with your fellow Commercial Real Estate professionals. Bring your vintage or unique car and enter in our Event Contest! You won't want to miss this...

[Click Here to Register!](#)

[Click Here to View Sponsorship Opportunities!](#)



YPG 2022-2023 Kick-Off

Thursday, September 8th, 2022
Newport Harbor Yacht Club
720 W Bay Ave, Newport Beach, CA 92661

This YPG Exclusive event is a MUST ATTEND for all YPG alumni and the current class. Last year was awesome, but this year's event is even better...OPEN BAR! Join us Thursday, September 8th at the beautiful Newport Harbor Yacht Club, located on the picturesque Balboa Peninsula to celebrate YPG's 2022-2023 Kick-Off! Welcome the new class and party with YPG Alumni! Food, drinks, friends, and a stunning view - you're not going to want to miss this exclusive event.

[Click Here to Register!](#)

Night at the Fights

Thursday, October 6th, 2022

The OC Fair and Events Center - Hangar Building

Night at the Fights is the signature commercial real estate event of the year. Over 1000 are expected to attend this premier networking event which will have a Star Wars theme. The event begins with a festive cocktail reception followed by a three-course sit-down dinner inside the impressive hangar building. The main event of the night are two industry and professional boxing



bouts in the center ring. During Round 2, guests will be invited to join in on some casino action, continue socializing with their fellows, enjoy the tunes from live entertainment, or sit in the smoking section at the curated cigar lounge. You won't want to miss this! It's going to be out of this Universe!

[Registration now open!](#)

Thank you to our event sponsors for your support!

[Click Here to View Sponsorship Opportunities!](#)

2022 Corporate Sponsorship Opportunities

BE A SPONSOR,
PARTNER, AND
LEADER IN THE
INDUSTRY WITH
NAIOP SoCal

2022 Corporate Sponsorship Opportunities

Stand out amongst the competition as a supporter of the industry's most important commercial real estate organization. A NAIOP SoCal sponsorship provides access to more than 1,100 real estate professionals and 500 of the top commercial real estate firms in Southern California through high-profile promotion at sold-out hallmark events and within our social media and website.

[Click Here to Become a Sponsor Today!](#)

Membership Update



JOIN NAIOP Today!

Looking to expand your professional network? Join NAIOP SoCal and connect with industry leading Commercial Real Estate professionals in Los Angeles and Orange County.

2022 will continue to offer superior networking events, industry education, engagement in our committees and a robust legislative affairs program with NAIOP SoCal as the primary voice for the commercial real estate industry.

Your membership in NAIOP SoCal provides a substantial return:

- **EDUCATION** to help you grow your business
- **NETWORKING** with industry leaders
- **LEGISLATION** giving you a voice in state and federal matters affecting your business

Questions? Contact [Xavier Castaneda](#) or call 714-550-0309.

[Click Here to Join Today!](#)

Welcome NAIOP SoCal New Members | July 2022

Isaac Ayala - **FCL Builders**
DaJuan Bennett - **Calmwater Capital**
Ray Endsley - **JS Tech Systems, Inc**
Sam Glendon - **CBRE**
Mary Greubel - **BentallGreenOak**
Lukas Huberman - **BLT Enterprises**

Mark Kennedy - **Alere Property Group**
Deepa Shah - **CBRE**
Matt Hardy - **Vanbarton Group**
Kem Golding - **Walker & Dunlop**
Jonathan Wright - **Wells Fargo**

LA Real Estate Challenge Seeking Project Site

POTENTIAL SITE?

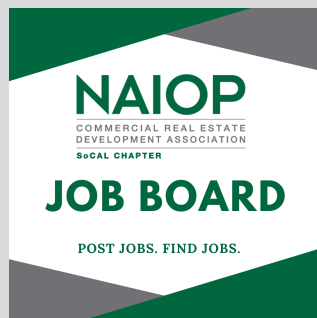


As Fall 2022 approaches we are excited to bring the esteemed Real Estate Challenge back to LA! Now in its Silver Anniversary, student teams from Ziman Center of Real Estate at UCLA's Anderson School of Business and the Lusk Center at USC's Marshall School of Business and Price School of Public Policy will meet in a head-to-head competition to break the tie (UCLA: 12, USC: 12) as they determine the best use for a commercial real estate project in Southern California.

We are looking for a site to be evaluated by these teams! This is an excellent opportunity to have your company promoted in our marketing materials as well as at the event. Additionally, participation enables you to form a professional relationship with the future leaders in real estate!

The in-person event will take place in November (more details coming soon). If you have any site candidates, please reach out to [Greg Brown](#).

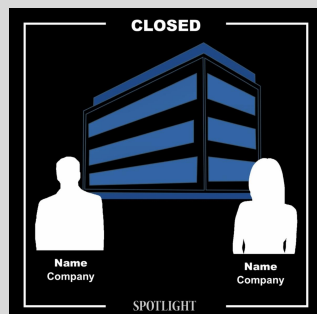
Looking for Talent?



JOB BOARD NAIOP SoCal member companies may submit a job, internship, and externship opportunities free in the [Member Hub](#). All visitors are welcome to apply.

Not a member but interested in posting a job opportunity? For \$25/week, non-members are able to post job, internship and externship opportunities to the NAIOP SoCal Job Board. For more information, please contact [Xavier Castaneda](#)

[Click HERE to View Job Board](#)



Tell Us Your Deals

One of the best benefits of chapter membership is networking and in many cases those business relationships turn into business deals. We're inviting NAIOP SoCal members who complete successful transactions with other NAIOP SoCal members to share the news with the chapter so we can include it on our social media platforms. We're especially interested in sharing news from our YPG alumni who are doing deals with fellow YPG alums.

Please submit your name, email along with the name, title and company for each primary individual involved in the transaction. Also

include a brief description of the transaction. Photos are a must – such as property specific and headshots for those involved. Please include relevant hashtags, such as location, company and individual, so we can be sure to tag all involved.

[CLICK HERE to Submit](#)

Legislative Affairs Update



VERNON WAREHOUSE MORATORIUM UPDATE

The Vernon City Council unanimously voted in favor to extend the warehouse moratorium for an additional 10 months and 15 day

The city council also unanimously voted to pass the first reading of the “development agreement” ordinance that staff recommended to include in the municipal code. The next step in the legislative process is for the City Council to conduct a second reading of the ordinance. If approved, the city would essentially grant itself more oversight power over the warehousing industry that exists within Vernon. This second reading will take place at the August 16th City Council meeting.

The development agreement would be a customized review process between the city and a developer for lots exceeding 150,000 s.f. No details were provided on compliance measures that a development agreement would consist of nor was a discussion held on this matter. Which implies that the City could impose any compliance measures, even if they are unjustifiable.

NAIOP SoCal sent a letter to the City of Vernon opposing the moratorium. The letter emphasized the devastating economic impacts that a moratorium would cause such as disrupting the supply chain and limiting job opportunities. We requested the city to work with our members who have the necessary expertise to help them develop a well-rounded solution that will preserve economic prosperity in Vernon.

NAIOP SoCal’s Legislative Advocate, Jose Cornejo, also voiced NAIOP SoCal’s concern with the unclear language in the “development agreement” policy and will be reaching out to the City Council.

For more information, contact Jose Cornejo, jose@cornejost.com.

POMONA WAREHOUSE TAX MEASURE UPDATE

On August 1st, the [Pomona City Council](#), on a 6-1 vote with Councilman Robert Torres voting no, voted to place a Warehouse Special Parcel Tax on the November 8 ballot. This means that the Special Parcel Tax would have to receive a $\frac{2}{3}$ voter majority for it to be enacted.

The parcel tax measure would tax industrial properties at a rate of \$0.15 per square foot. This will allow the city to raise an additional \$13.9 million per year from industrial businesses.

City staff developed this parcel tax to specifically target industrial properties and allow the government to raise new revenues. Staff’s justification for this measure targeting industrial

properties is the unfounded claim that warehouse and logistic centers are responsible for all the damage that is on public streets and other infrastructure.

NAIOP SoCal registered its opposition to the moratorium through a letter sent to the City Council. In this letter, we emphasized that the moratorium will only cause economic hardships for the city because warehouses are fundamental to the creation of good jobs and the availability of critical goods such as food and medicine. We recommended the City Council to collaborate with us and discuss alternative options that would benefit all stakeholders. NAIOP SoCal's Legislative Advocate, Jose Cornejo, is reaching out to the City Council to discuss this matter.

For more information, contact Jose Cornejo, jose@cornejost.com.

SANTA MONICA DOCUMENT TRANSFER TAX QUALIFIES

At the July 26th City Council meeting, the City of Santa Monica qualified the document transfer tax initiative for the November 8 ballot. Therefore, voters will now get the chance to decide if the policy is implemented.

The proponents of this measure, Santa Monica Mayor Himmelrich and special interest groups, claim that this exorbitant tax will allow the city to solve the homeless crisis and help keep public schools adequately funded. The new revenues extracted from the sale of properties will be funneled into new affordable housing programs and funding city schools by taxing the sale of properties over \$8 million at an excessive rate of \$56 per \$1,000.

NAIOP SoCal is strongly opposed to this measure and will continue monitoring this issue.

THANK YOU TO OUR 2022 DIAMOND & PLATINUM SPONSORS



Follow us on social media for more information and updates on membership, sponsorship, events, and more!



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