NMHC/NAA Joint PR Campaign

NMHC 2015 Spring Board of Directors Meeting

Jim Lapides
CAMPAIGN GOAL

Create a more favorable public policy environment for the multifamily industry at the federal, state and local levels.
HOW

SERVING AMERICA'S FAMILIES

Grocers Working for the Good of Our Communities.

GOOD JOBS

The food retail industry employs 3.4 million workers — steady jobs families can depend on. Last year, our member companies paid $22.6 billion in taxes, creating opportunities and strengthening local economies.

GOOD NEIGHBORS

In addition to our federal aids and millions of dollars in donations, supermarkets contribute an average of 950 million pounds of food annually to feed underserved households.

GOOD HEALTH

With a major investment in health and wellness, customers view our stores as health care destinations. From staffentions to pharmacies and clinics, we’re helping keep families healthy.

Grocers have always been a cornerstone of our communities, and in today’s world, it’s good to know that some things never change.
Delivering Goods By Water...

THE U.S. TUGBOAT, TOWBOAT AND BARGE INDUSTRY

Vital to the U.S. Economy: Members of the American Waterways Operators comprise the largest segment of the U.S. domestic fleet, with 4,000 tugboats and towboats and more than 27,000 barges.

Moving Critical Commodities: More than 880 million tons of food, fuel, raw materials, coal, chemicals, stone, sand, gravel, cement, steel and lumber move on the domestic waterways each year.

American Jobs and Family Wages: The industry employs more than 33,000 Americans as vessel crewmembers. Nearly 300,000 Americans work in industries that rely on water transportation.

Essential to Homeland Security: The domestic maritime fleet serves as a deterrent and acts that maintain safety and security on the waterways and in surrounding communities.

Safe and Responsible: As a condition of membership in the American Waterways Operators, members must comply with the Responsible Carrier Program, an industry-leading safety management system.

Stewards of the Environment: Water transportation is more fuel efficient and emits less air pollution than other modes, making it the most environmentally friendly mode of cargo transportation.

AWO Barge-In

Today, AWO members are on the Hill, talking to Congress about the issues that matter – American jobs, environmental sustainability and regulatory reform.

That’s so 21st century.

Learn about the vital contributions of the tugboat, towboat and barge industry at www.americanwaterways.com
Why are we introducing paid personal time-off for all employees in company-owned restaurants?

We believe providing better benefits will make us a better company. McDonald’s restaurant employees bring our brand to life every day, and they’ve told us their job can work better for them, especially when it comes to work-life balance.

That’s why we’re offering paid personal time-off, so that an employee doesn’t have to choose between going to work and attending a parent-teacher conference or caring for a loved one. All crew members in company-owned restaurants, including part-timers, are eligible after one year on the job. And anyone who doesn’t use the time-off they’ve earned will be paid for it.

Of course, wage and other benefits matter greatly, too. So we’re increasing starting wages at company-owned restaurants one dollar above the local minimum wage. This is a first step and we will review wages on an ongoing basis.

We’re also giving eligible employees at company- or franchise-owned restaurants the ability to earn a high school diploma for free. Eligible employees seeking higher education can also receive college credits and tuition assistance. And for those who speak English as a second language, our English Under the Arches program offers free language classes during paid work hours.

We believe a job at McDonald’s can be more for our people. And help them better pursue opportunities here.
HOW

WHY ALL THE APPLAUSE?

They’re applauding those in Washington seeking to dismantle the U.S. Ex-Im Bank.

WHY? Because shutting down the U.S. Ex-Im Bank is good for business and creates thousands of jobs... IN CHINA, RUSSIA AND FRANCE.

DON’T LET AMERICAN JOBS GO OVERSEAS. KEEP THE PLAYING FIELD LEVEL FOR AMERICAN BUSINESS. REAUTHORIZE THE EX-IM BANK.
RESEARCH

• Capitol Hill Focus Groups
• Local Policy Maker Interviews
• Survey of DC “Elites”
STRATEGY

1. **Broad scope** of the industry
2. **Size and health** of the industry
3. Make renting an affirmative and **positive choice**
4. Connect renters to the positive attributes of “**home**” and speak from their point of view
5. **Fun** and **unexpected**
AUTHORS CALL THEM HOME.

AS DO PROOFREADERS.

APARTMENTS. WE LIVE HERE.

Dianne F. writes love stories on her second story balcony. Freelance editor Dan R. corrects a post on the neighborhood listserve with all the flexibility and lifestyle advantages that make apartments so relevant to today's audience, more than 37 million Americans call their homes.

To meet the growing demand, America needs a good 300,000 new apartments a year, and with your help, this exciting $1.3 trillion per year economic impact will grow as well.

NMHC WEAREAPARTMENTS.ORG

BARISTAS LIVE IN THEM.

SO DO BEAN COUNTERS.

APARTMENTS. WE LIVE HERE.

Six floors up, Micah C. home-steams a not-so-bad latte. Akila A. wins again at online Sudoku. And America's other 36,999,991 apartment residents? They also appreciate the many things that make apartment homes such a special American choice.

In the process, apartments and their residents add a good $1.3 billion a year into the economy — in construction, operations, leasing, management, and skilled trades, as well as into the local businesses nearby.

To see how your state or metro area efforts today's housing market — and an interactive picture of how, with your help, we can develop 300,000 new apartments a year to meet this exciting demand — visit WEAREAPARTMENTS.ORG.
INTERNISTS LIVE IN THEM.

AS DO INTERNS.

APARTMENTS. WE LIVE HERE.

Dr. M. glides down to "G" and drives to work. Brittany Z. thanks heaven the Metro is just 6 minutes and 45 seconds away. America's other $6,999.998 residents embrace their own reasons apartment homes are ideal for today's growing communities.

No wonder apartments and residents deliver $1.3 trillion in economic benefit annually — in construction, operations, leasing, management, and skilled trades, as well as into the local business economy.

For those state and local numbers are today's housing market — in 46 metro areas — and an interactive picture of how, with your help, we can develop 500,000 new apartments a year to meet this need by demand, visit WeAreApartments.org.

NMHC

LIBERALS LIVE IN THEM.

SO DO CONSERVATIVES, BUT IN A DIFFERENT WING.

APARTMENTS. WE LIVE HERE.

Chris H. votes blue. Bobby K. votes red. But, they meet in the fitness center every Saturday morning.

And every day, $6,999.998 other Americans enhance their red, blue, and purple lifestyles in apartment homes.

No wonder apartments and residents contribute around $1.3 trillion to the economy every year — in construction, operations, leasing, management, and skilled trades, as well as into the local businesses nearby.

To see your state's impact on the housing market — as well as 46 metro areas — and an interactive picture of how, with your help, we can develop 500,000 new apartments a year to meet this growing demand, visit WeAreApartments.org.

NMHC

WEAREAPARTMENTS.ORG
The GOP’s plan to turn Hillary into Mitt Romney

Republicans are readying a familiar template: The out-of-touch plutocrat who lives in a world of private planes, chauffeured vehicles and million-dollar homes.

By ELI STOKOLS | 4/14/15 5:40 AM EDT | Updated 4/14/15 1:05 PM EDT
MEETING TOMORROW’S HOUSING DEMAND
HOW PUBLIC POLICY AFFECTS APARTMENT DEVELOPMENT AND OPERATIONS AT EVERY TURN

ENVISION THE SITE
After identifying an area with high apartment demand, the development team looks for an underutilized site to create a new community. Once located, a team analyzes the economic viability of the property, looking at a variety of factors, such as building and operating costs, taxes and local impact fees. The process also includes a detailed environmental, structural and geological analysis of the site to determine feasibility.

KEY POLICIES:
- Business taxes
- Impact fees
- Insurance
- Land preservation
- Municipal service fees
- Property taxes
- Retrofit and development incentives

COLLABORATE WITH THE COMMUNITY
The development team works with architectural, design and engineering partners to create a property concept and site plan. Beyond adhering to local development rules, the process typically involves a number of planning board meetings, community engagement sessions and plan revisions on everything from architectural style to on-site amenities before final plan approval.

KEY POLICIES:
- Energy efficiency mandates
- Housing affordability mandates
- Inspections
- Zoning
- Rental registrations
- Environmental regulations
- Telecommunications
- Mail/Parcel regulations

ENVIRONMENT

35% of Americans rent their homes.
8M new renter households formed last decade.
42% of renters live in apartments.
5M new rental households could form by 2023.

$75B
In mortgage financing required annually for apartments.

$7,000
in municipal savings per apartment home vs. single-family home.

$18,800
(California)

$1300
(Arkansas)

186K
new apartments needed annually to meet demand.
300-400K
new apartments were built in 2013.

FIND THE FUNDS
In addition to providing its own capital, the development team most often has to find investment partners to help fund the project. Besides investors, the team must find lenders to provide short-term development and construction funds along with long-term mortgage financing. Lender willingness depends on property type, market and economic conditions.

KEY POLICIES:
- Housing finance reform
- Dodd-Frank regulations
- FHA multifamily programs
- Low-income Housing Tax Credit
- Historic preservation tax
- Fannie Mae regulators

(REQUIRED STANDARDS COMPLIANCE)

(REQUIRED STANDARDS COMPLIANCE)
APARTMENTS. WE LIVE HERE.

In communities across the country, apartments work – helping people live in a home that’s right for them. Learn how apartments and their residents contribute more than $1 trillion to the economy.
Introduction

A rediscovery of metropolitan urban cores and 80 million Millennials beginning to enter the housing market primarily as renters continue to drive apartment demand. In fact, it takes at
CALIFORNIA

Learn how apartments and their residents strengthen the state economy.

6.3m 2.8m $139.1b 1.3m
Apartment residents Apartment homes Economic contribution Total jobs supported

About the Research
DALLAS/FORT WORTH METRO AREA

Learn how apartments and their residents strengthen the metro economy.

1.2m
Apartment residents

600.3k
Occupied Apartment homes

$25.1b
Economic contribution

239.6k
Total jobs supported

About the Research

Introduction
NEW YORK 12TH

Apartments bring dollars and jobs that stay close to home within each district.

449.0k 240.1k $4.3b 101.9k
Apartment residents Occupied Apartment homes Economic contribution Total jobs supported

About the Research

Did you know?
**APARTMENTS. WE LIVE HERE.**

Seattle Metro Area

**Economic Impact of 150 New Apartment Homes.**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Economic Impact</th>
<th>Direct Jobs Supported</th>
<th>Total Jobs Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apartment Residents</strong></td>
<td>$40,358,935</td>
<td>21</td>
<td>56</td>
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<tr>
<td>Spending Power</td>
<td>$2,889,823</td>
<td></td>
<td></td>
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<tr>
<td>Direct Jobs Supported</td>
<td>21</td>
<td></td>
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<tr>
<td>Total Economic Contribution</td>
<td>$5,427,203</td>
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<td>Total Jobs Supported</td>
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<tr>
<td><strong>Apartment Operations</strong></td>
<td>$549,408</td>
<td>3</td>
<td>8</td>
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<tr>
<td>Operations Dollars Spent</td>
<td>$549,408</td>
<td></td>
<td></td>
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<tr>
<td>Direct On-site Jobs</td>
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<tr>
<td>Total Economic Contribution</td>
<td>$1,020,864</td>
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<tr>
<td>Total Jobs Supported</td>
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<td></td>
<td></td>
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<tr>
<td><strong>Apartment Construction</strong></td>
<td>$33,900,868</td>
<td>81</td>
<td>258</td>
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<tr>
<td>Construction Dollars Spent</td>
<td>$33,900,868</td>
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<tr>
<td>Direct Jobs</td>
<td>81</td>
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<td>258</td>
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*Note: Apartment construction is a one-time impact. Resident and operations spending recur annually.*
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<thead>
<tr>
<th>Albuquerque</th>
<th>Denver</th>
<th>Orlando</th>
<th>Seattle</th>
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New report: Apartment sector contributes more than $25B to D/FW economy

Published: March 10, 2015 11:10 am
Rental boom gives big boost to Phoenix economy

Mar 16, 2015, 6:53am MST
Aurora city manager Skip Noe to keep his position

Colorado fire danger high ahead of spring storm that could drop snow in Denver

Colorado's immigrant driver's program to be offered at 3 offices in June

BIZINESS

Apartment inventory heads toward 20-year high, boom lifts Denver economy

By Aldo Svaldi

The Denver Post

POSTED: 03/10/15 04:14:34 PM MDT

UPDATED: 03/11/15 08:53:28 AM MDT

Apartment inventory heads toward 20-year high, boom lifts Denver economy

By Aldo Svaldi

The Denver Post

POSTED: 03/10/15 04:14:34 PM MDT

UPDATED: 03/11/15 08:53:28 AM MDT

Apartments contributed $10.4 billion to the metro Denver economy and supported 97,400 jobs in 2013, according to a study released Tuesday by the National Multifamily Housing Council and the National Apartment Association.

Statewide, apartments contributed $15.6 billion in economic benefits in Colorado in 2013 and supported 154,300 jobs.

Nationally, the industry is credited with contributing $1.3 trillion to the U.S. economy and supporting 12.3 million jobs, according to the study, which was overseen by economist Stephen Fuller at George Mason University's Schar School of Policy and Government in Washington, D.C.
Houston's apartment boom contributes billions to local economy

Mar 10, 2016, 5:00am CDT

Olivia Pulsinelli
Web producer-
Houston Business Journal
Email | Twitter | Google+

Houston's apartment industry, which likely is headed for a slowdown due to the drop in oil prices, was a huge boon to the Bayou City's economy during its boom years, a new study finds.

The National Multifamily Housing Council and the National Apartment Association released the study, which looked at economic impact from apartment construction, operations and resident spending.

Although experts are predicting a slowdown in new apartment construction in Houston due to the oil slump, the industry has contributed billions to the local economy in recent years.
Birmingham sees billions in economic impact from multifamily construction

Mar 16, 2015, 2:06pm CDT

Bryan Davis
Reporter-Birmingham Business Journal
Email | Twitter

The Birmingham metro has many new multifamily projects in development, and residents are looking to move to urban areas as opposed to the suburbs. This has led to a situation in which the city is seeing billions in economic impact from these developments. The trend is expected to continue as more people move into the city.
Utah apartment boom making history — and money

By TONY SEMERAD | The Salt Lake Tribune

First Published Mar 15 2015 07:55AM - Last Updated Mar 19 2015 10:06pm
Real estate trends

Boom in demand for apartments crosses age spectrum

Mar 20, 2015, 6:00am EDT
Apartment Boom Bodes Well for Real Estate Investors

The National Multifamily Housing Council (NMHC) and the National Apartment Association (NAA) commissioned research to look into dollars and jobs generated by apartment construction, operations and resident spending.

The apartment industry and its 36 million residents contributed $1.3 trillion and 12.3 million jobs to the economy in 2013. Based on research by economist Stephen S. Fuller, Ph.D., of George Mason University’s Center for Regional Analysis, the data indicates that the apartment industry has become a critical component of the nation’s economy.
Even if you've owned a home for years, you should care about Tampa Bay's apartment boom

Mar 26, 2015, 2:37pm EDT

Ashley Gurbal Kritzer
Reporter
Tampa Bay Business Journal
Email | Twitter
RESULTS: NEWS COVERAGE

- Coverage in 38/40 markets
- 250+ News Stories about the economic impact of apartments
- 300 million combined circulation

Apts. Add $1 Trillion-Plus to Economy: NMHC
By Paul Bubing | National

WASHINGTON, DC—Not only has an improving economy boosted the apartment sector as household formation has rebounded to pre-recession levels. It turns out that the sector has helped improve the economy.

Research commissioned by the National Multifamily Housing Council and the National Apartment Association shows that the apartment industry and its 36 million residents contributed $1.3 trillion to the US economy in 2013, supporting 12.3 million jobs in the process. The data cover the economic contribution of apartment construction, operations and resident spending on a national level, along with drilling down into all 50 states and the District of Columbia. Complete study results are available at the study's website, WeAreApartments.org.

Not the largest segment of this contribution but certainly the most visible, apartment construction pumped $92.6 billion into the economy during the study year. In the process, it generated $30 billion in wages for 702,000 workers, according to the study, based on research by economist Stephen S. Fuller.

"Our study showed major increases around apartment construction, with spending, economic
RESULTS: WEAREAPARTMENTS.ORG

• 62,000 Visits
• 16,000 Calculator Page Views
• Average 2 Minutes on Site
QUESTIONS?