

National Association of REALTORS®
2015 NAR Commercial Innovation Grant
Executive Summary

Innovation Name: **Commercial RE Specialists (CRES) Insight Social Series**

Association Name: **Greater Tulsa Association of REALTORS®**

Contact Person: **Daniele Holland**

1. Project Summary (purpose and concept)

The CRES Insight Socials are casual networking events generally held quarterly, and attended by 50 plus or minus commercial and resi-commercial practitioners. These events are free of charge to members and non-members; it's an opportunity to attract non-members. Each CRES Insight Social features a guest speaker discussing a current topic/project happening in Tulsa and/or surrounding communities. Guest speakers are usually economic development directors, Chamber of Commerce reps, city planners, even mayors. The Insight Socials are held at a venue/location that ties in with the project or community being discussed.

CRES Insight Social: Glenpool Area Development – May 28, 2015. Speakers were Rick Malone, city planner, City of Glenpool, and Mandy Vavrinak, economic development consultant, City of Glenpool. Event was held in Glenpool at their new Conference Center, so purpose was two-fold: learn about development in Glenpool and showcase new Conference Center.

CRES Insight Social: Route 66 Development – October 8, 2015. Speaker was Amanda Decort, executive director, Tulsa Foundation for Architecture. Event was held at Soul City of Tulsa, a new small business actually on Route 66. Again purpose was two-fold: learn about Route 66 development and showcase one of the new small businesses along Route 66.

2. Project Financials

See attached spreadsheet

3. Performance Measures & Benchmarks (i.e., how many attended your event, how many used your product or outcomes from your meeting)

Both Insight Socials were well received, but Route 66 was one of the most successful Insight Socials we've held in terms of content and interest from the attendees; there were a lot of good questions and participation. In terms of actual attendance it was average: 55 registered and about 40 attended. For the Glenpool one, 60 registered and 45 attended.

4. Project Timeline (how long did it take)

Between getting the speakers(s) and venue lined up, then allowing time for promotion and registration, it takes one and a half to three months to put an Insight Social together. However, discussions about topic, speakers, and venue typically start before that time.

5. Project Management

The CRES Committee discussed details during their monthly meetings, and via email. The committee makes the initial contact with the speaker(s) and venue, then the staff liaison takes over and handles the details (correspondence with speaker, venue set up and payment, etc.)

Once the speaker(s) and venue are finalized, we start promoting the Insight Social. An email campaign using Constant Contact and targeted to all our commercial and resi-mercial members first, along with non-members who attend our annual Commercial Market Update and past Insight Socials. Emails are sent once per week starting four to six weeks before the event. After one email has been sent as described above, the Insight Social is promoted to all members via our weekly newsletter. We use our broadcast notice system one week out the event; when members login into our MLS, it's the first thing they see.

6. Lessons Learned/Outcomes

Who Benefitted: The commercial and resi-mercial members who attended, as well as the non-members. The two venues also benefited by getting the exposure they got from hosting the Insight Socials.

Project Highlights: For the Glenpool Insight – Getting members out of their comfort zone to drive to Glenpool to attend the event; they were very impressed with Glenpool's Conference Center facilities. Mandy Vavrinak was a particularly interesting speaker. We were hoping she would be able to announce a huge development coming to Glenpool, but unfortunately, the information couldn't be made public yet.

For the Route 66 Insight – Those who attended had a lot of time to talk to Amanda Decort before and after her presentation; during it, they were able have a lot of questions answered about development along the Route 66 corridor, including plans for the Route 66 Experience which is supposed to start next year.

Project Best Practices/What Worked Well: What worked best was using Eventbrite for RSVPs instead of Rappattoni. It made the registration process so much faster and easier. Targeted emails promoting the events using Constant Contact had the most success. Start promoting the events four weeks out; any earlier seems to be a waste of time. Send a reminder email to those who RSVP the morning before the event. Provide free drink tickets for the first 25-30 to arrive.

What could have been improved, and how: Our no-show rate is still too high despite the reminder email, but it would be worse without it. Free drink tickets for the first 25-30 to arrive is The reason we have the Insight Socials free to non-members is to encourage them to attend and hopefully join GTAR; however, it's a Catch 22 in that there's no incentive for them to join since they can already attend for free, but if we charge them a nominal fee like \$10, there's concern that they won't attend.

Advice/comments for implementing in another Association: You need to have committee members who are well-connected – have good relationships with city officials and community leaders.

7. Supporting Documents (Attached)

- Financials – Revenue/Expense Report
- Promo flyers
- Sample blast emails using Constant Contact

CRES Insight Social - Glenpool Area Development

May 28, 2015

Venue: Glenpool Conference Center
 Food/Beverage: Just Catering by Orr
 Speakers: Rick Malone and Mandy Vavrinak
 50 Registered - 45 Attended

Expenses	Cost	
Item		
Room	\$375.00	(room = \$200; 8 round tables = \$40; 48 chairs = \$48; 6 bistro tables = \$42; 4 rectangular tables = \$25)
Food (40 + 25 drink tickets)	\$919.55	(linens = \$222; food = \$320; drink tickets = \$75; lead server = \$100; bartender = \$30; tax = 52.55)
Promo/Admin	\$250.00	(staff time, promotion, admin costs)
Sponsor Poster	\$0.00	Already paid for
Name Badges	\$0.00	Sticky label type; already paid for
Total	\$1,544.55	

CRES Insight Social - Route 66 Development

October 8, 2015

Venue: Soul City of Tulsa
 Food/Beverage: Soul City of Tulsa
 Speakers: Amanda DeCort
 55 Registered - 40 Attended

Room and Food	\$600.00	
Drink Tickets	\$150.00	(30 drink tickets x \$5)
Promo/Admin	\$250.00	(staff time, promotion, admin costs)
Sponsor Poster	\$0.00	Already paid for
Name Badges	\$0.00	Sticky label type; already paid for
Total	\$1,000.00	

Please Join Us!

CREST Insight Social

Glenpool Area Development

with special guests:

Rick Malone

City Planner, City of Glenpool

Mandy Vavrinak

Economic Development Consultant, City of Glenpool

Date: **Thursday, May 28**

Time: **4:30 - 6:30 p.m.**

(Presentations will begin at 5:00 p.m.)

Where: **Glenpool Conference Center - Foyer**

(12205 S. Yukon Ave, Glenpool, OK 74033)



Rick and Mandy will share news of new commercial developments coming online, the general outlook for commercial real estate in the area, the latest housing start data which is very positive, and the latest demographics and statistics for the Glenpool trade area.

The new Glenpool Conference Center, located in Glenpool just on the southern edge of Tulsa, will be the venue for the event. Hors d'oeuvres and cash bar will be provided by *Just Catering by Orr*.

First 25 to arrive will receive a free drink ticket!

Hors d'oeuvres and drink tickets compliments of GTAR's CREST sponsors:

Platinum:

Guaranty Abstract Company



**Commercial Title
& Escrow Services, Inc.**

Gold:

MidAmerica Industrial Park

Silver:

Cox Business

Bronze:

Bank of Oklahoma Financial

Bank of the West

There is no cost to attend; please RSVP is by emailing dholland@tulsarealtors.com

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CREST Insight Social:
Glenpool Area Development



With Special Guest Speakers:

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City Planner, City of Glenpool

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The new Glenpool Conference Center, located in Glenpool just on the southern edge of Tulsa, will be the venue for the event. Hors d'oeuvres and cash bar will be provided by *Just Catering by Orr*. [View flyer](#) for further details.

First 25 to arrive will receive one free drink ticket!

Hors d'oeuvres and drink tickets courtesy of GTAR's CRES

sponsors:



MidAmerica Industrial Park

Cox Business

Bank of Oklahoma Financial

Bank of the West

There is no cost to attend, but an RSVP is required.

To RSVP: Email dholland@tulsarealtors.com or call 918-663-7500

Not a GTAR member because your whole company had to join?

GTAR now offers a new Commercial Affiliate membership that allows individuals whose primary business is commercial real estate to join GTAR without their whole company being required to join. Sound interesting? [Click here](#) to learn more.





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**Commercial Real Estate Specialists of
the Greater Tulsa Association of**

REALTORS

CRES Insight Social: Route 66 Development



With Special Guest Speaker:

Amanda DeCort

Executive Director, Tulsa Foundation for Architecture

Thursday, October 8

4:30 - 6:30 p.m.

(presentation will begin around 5:00-5:15 p.m.)

Soul City of Tulsa

(1621 E. 11th Street, Tulsa, OK)



Join us at Soul City of Tulsa, right along old Route 66, to hear **Amanda DeCort** talk about the **Route 66 Corridor Preservation Grant**, the **Route 66 Experience**, **Vision 2025 funds**, **National Register listing**, **historic signage**, **capturing heritage tourists**, and **more**.

Tulsa Foundation for Architecture is a nonprofit organization committed to enriching Tulsa through the art of architecture and the power of design. TFA brings architecture to life through events such as the popular Second Saturday and Dwell in the IDL tours, as well as its extensive collection of original architectural drawings of significant Tulsa buildings. Prior to TFA, Amanda spent ten years as the City of Tulsa's historic preservation planner, where she listed numerous buildings and districts in the National Register of Historic Places, provided staff support to the Tulsa Preservation Commission, and brought popular programs like hands-on window restoration boot camp and REALTORS' continuing education classes to Tulsa.

Open to ALL - No Cost to Attend

RSVP Required - Limited to 50

[Click Here to RSVP on Eventbrite](#)

First 30 to arrive will receive a free drink ticket!

Hors d'oeuvres and drink tickets courtesy of GTAR's CRES
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MidAmerica Industrial Park

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CREST Insight Social

Route 66 Development

with special guest:

Amanda DeCort

Executive Director of Tulsa Foundation for Architecture



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Where: **Soul City of Tulsa**

(1621 E. 11th Street, Tulsa, OK 74120)



Join us at Soul City of Tulsa, right on old Route 66, to hear what's happening on Route 66 in Tulsa. Amanda DeCort will talk about the Route 66 Corridor Preservation Grant, the Route 66 Experience, Vision 2025 funds, National Register listing, historic signage, capturing heritage tourists, and more.

First 30 to arrive will receive a free drink ticket!

Hors d'oeuvres and drink tickets compliments of GTAR's CREST sponsors:

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Bank of the West

There is no cost to attend; please [CLICK HERE](#) to RSVP!

or use this link: <https://www.eventbrite.com/e/crest-insight-social-route-66-development-tickets-18823358171>

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