



NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

NORTHERN VIRGINIA CHAPTER

Thanks to our host

HITT



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Best of NAIOP Northern Virginia Awards

How to Submit a Winning Entry



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Outline

- **Call for Entries – Chuck Claar, Branch & Associates**
- **“Housekeeping Details” – Kathy D’Amato, NAIOP Northern Virginia**
- **Understanding the Judging Process - John Sadlik, J2H Partners**
- **Team Approach to Submissions - Marlene Wong & Garick Malcom, Davis, Carter, Scott Ltd**
- **Q&A – Chuck Claar**
- **Wrap Up – Jon Smith, Skanska**

Please Hold Questions for the End



FOCUS ON
EXCELLENCE
BEST OF NAIOP NORTHERN VIRGINIA
2017 AWARDS
CALL FOR ENTRIES

GENERAL INFORMATION

The Best of NAIOP Northern Virginia Awards recognizes and celebrates significant new contributions to the Northern Virginia commercial real estate market including commercial, industrial and mixed-use projects. As the Chapter's premier event, the awards program celebrates the dedication of outstanding firms and individuals who provide noteworthy contributions to the built environment.

DEADLINE

All award entries must be submitted electronically by 5:00pm on Friday, September 29, 2017. No exceptions. Entry payment, \$375 per project, is due at the same time. Only the firm submitting the entry receives a trophy. However, additional trophies may be purchased for an additional cost of \$375 each.

PROJECT ELIGIBILITY

LOCATION - To qualify, the project must be located in the Northern Virginia MSA. This includes the counties of Arlington, Clarke, Culpeper, Fairfax, Fauquier, Frederick, Loudoun, Prince William, Rappahannock, Spotsylvania, Stafford and Warren; the independent cities of Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas, Manassas Park and Winchester.

COMPLETION DATE - Projects must have been completed between April 1, 2016 and September 29, 2017. To be considered complete, the building must be at or past shell occupancy permit level. Masterplan must have been approved after January 1, 2012.

RESUBMISSION - If the project was submitted in 2016 and did not win, it may be resubmitted in the same category for 2017. If the project won in 2016, it may be resubmitted in a different category for 2017. All resubmissions must meet the project completion time frame.

OWNER/DEVELOPER PERMISSION LETTER - The developer or owner must give permission for the entry submission. An email from the developer or owner granting permission for you to enter their project for an award is required as part of your entry package.

MEMBERSHIP REQUIREMENT - Only NAIOP Northern Virginia member companies can submit an entry. Non-members may be part of the team.

JUDGING - NAIOP Northern Virginia reserves the right to move an entry to a better suited category and to adjust sub-category ranges categories as necessary based on entries.

General information is outlined in the “Call for Entries.” This will help determine if a project fits the criteria for submission.



EXCELLENCE
2017 AWARDS
CALL FOR ENTRIES

CATEGORIES

SPECULATIVE OFFICE BUILDING

1-6 Stories • 7-14 Stories • 15 Stories and Above

A building constructed primarily for office space for the purpose of conducting a commercial business.

R&D/INDUSTRIAL/FLEX

A building constructed primarily for R&D/Industrial/Flex use which features high bay construction primarily for warehouse and/or industrial uses.

DATA CENTER - NEW

A building constructed primarily for housing a Data Center for a single user or cohabitant users.

MASTER PLAN

A master plan is an illustrated and rendered plan showing pedestrian, transit, and vehicular connections as well as the proposed structures and landscaping. This category is for a mixed-use project such as town center, corporate, educational, institutional, and industrial park or multiple building projects with a campus or central theme. Exclusively residential projects will not be considered, however residential may be accessory use in the master plan. Engineered site plans do not qualify. The master plan must have been approved by the local jurisdiction, city, or county after January 1, 2012 with at least one building and/or the site infrastructure under construction by September 29, 2017.

MIXED-USE PROJECT

Single Building

A mixed-use project is predominantly a commercial office or residential project that has at least one additional use other than parking designated only for the tenants use (public parking can be considered a multi-use). The multiple uses must be within the footprint and envelope of one building. The compatibility and diversity of the use groups; the overall project design concept; and the project success will be considered.

Multi-Building

A mixed-use commercial office or residential project consisting of a multi-building complex or campus setting. The primary use must be less than 80% of the total square footage of the project.

BUILDING: ADAPTIVE RE-USE

An existing building that has been transformed from its original use and building type to a completely new and different use.

BUILDING: CAPITAL IMPROVEMENTS

A new or existing building that has undergone improvements or has been reconstructed, with the intent to upgrade the market class through improving the MEP systems, structure, façade, common areas and/or amenities that can encompass a public lobby or public space, interior or exterior, of a building. The building improvements can include elevators, restrooms, common tenant corridors or outdoor spaces intended for use of the building occupants.

BUILD-TO-SUIT INSTITUTIONAL FACILITY - REVISED

Under \$30 Million • \$30 Million and Above

A building constructed for a public or quasi-public entity, such as Federal, State or Local Government; Regional Authority; Private Education Facility; Healthcare Facility; Religious or Cultural Institution.

BUILD-TO-SUIT NON-INSTITUTIONAL FACILITY

A building constructed for a private entity such as an Accounting Firm, Law Firm or Association.

INTERIORS - TENANT SPACE - REVISED

0 to 10,000 sf • 10,001 sf to 25,000 sf • 25,001 sf to 50,000 sf • 50,001 sf and Above

A project of interior design and construction, excluding retail/restaurant space and building common area.

INTERIORS - RETAIL PROJECT

A retail project of interior design located in a commercial building, excluding stand-alone pad sites. A project that creates a vibrant shopping, dining or entertainment environment, and incorporates the space into the base building.

REAL ESTATE TRANSACTION - REVISED

Sale (No Sub-category)

Lease Under 175,000 sf • Over 175,000 sf

A transaction of high significance on the local jurisdiction, region, or surrounding community; either by real estate value, size based on a square a square foot and dollar value, economic impact (job creation, new business, etc.), user's prestige, or infrastructure.

PROJECT MARKETING

This award will be given for the most creative marketing campaign of a project/building type.

A project can be submitted in more than one category with a separate entry package for each.



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Changes from 2016

R&D/INDUSTRIAL/FLEX – REVISED

A building constructed primarily for R&D/Industrial/Flex use which features high bay construction primarily for warehouse and/or industrial uses.



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Changes from 2016

DATA CENTER – NEW

A building constructed primarily for housing a Data Center for a single user or cohabitant users



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INTERIORS - TENANT SPACE - REVISED

0 to 10,000 sf • 10,001 sf to 25,000 sf

25,001 sf to 50,000 sf • 50,001 sf and Above

A project of interior design and construction, excluding retail/restaurant space and building common area.



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Save the Date
THURSDAY SEPTEMBER 14, 2017
ABOUT GOVERNMENT RELATIONS EVENTS & EDUCATION MEMBERSHIP DEVELOPING LEADERS

Intent to Enter

Please use this page to let us know which projects you plan to submit for the 2017 NAIOP Northern Virginia Awards

Your Name *

Kathleen D'Amato
First Name Last Name

Company Name *

NAIOP Northern Virginia

Your E-mail Address *

kdamato@naiopva.org

Project Name *

The Office

Project Address *

1729 King Street, #410, Alexandria, VA 22314

Category for Submittal *

Interiors – Tenant Space 0 to 10,000 sf

Submit

Member Services
Login to your Account
Connect
Tweets by @naiopva

Why should you submit an Intent to Enter?

Assists committee in making sure eligible projects will be submitted and projects won't be submitted twice.

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EXCELLENCE
CALL FOR ENTRIES

SUBMISSION INSTRUCTIONS

EACH ENTRY MUST INCLUDE THE FOLLOWING:

1. **Cover Page** (Fill out online form when ready to submit)

2. **Owner/Developer Permission Email**

3. **PDF Package for Building and Interior Categories**

- Label the top of each page with **Category Name_Project Name**
- Use **Black 11 pt. Arial font only**

• **Page 1 – Bullet Point Executive Summary (8-10 bullets points, limited to 500 words & 1 page)**

Describe as applicable:

- Design concept, identifying any specific design problems/issues and how they were solved; address zoning, code, site/building constraints and client limitation.
- Any special design, product, materials, or construction methods used to solve the design issues that aided in the success of the project.
- How the project incorporated sustainable design elements, construction methods, and practices to minimize its impact on the environment.
- Any level of LEED achieved and highlight any innovative points. For **Buildings**, include number of floors, overall gross square footage of building and hard construction costs. For **Interiors**, include total square footage in scope of project and hard construction costs.

• **Page 2 – Tell the story (Bullet points - limited to 500 words & 1 page)**

The NAIOP Awards encompass all facets of a project whether building or interiors. Judges represent a cross-section of the commercial real estate industry. They look at the project as a whole, not specifically design or construction. Does the project meet the needs of the client or the Northern Virginia community? How does the project positively impact the environmental, social and economic quality of life in Northern Virginia?

• **Page 3 & 4 – Pictures with Text**

Use up 4 pictures per page with captions limited to 20 words each. For **Interiors Entries**, please show the entrance then move through the space in logical sequence. A site or floor plan should be included. For **Master Plan Entries**, you must include a site plan and if possible, an aerial image (can add 2 additional pages). At least 2 of the photos should be from the individual images submitted.

PDF Package for Marketing, Real Estate Lease or Sale Transaction Categories

- Label the top of page with **Category Name_Project Name**
- Use **Black 11 pt. Arial font only**

• **For Real Estate Transaction:** Describe a transaction of high significance on the local jurisdiction, region, or surrounding community; either by real estate value, size based on a square foot and dollar value, economic impact (job creation, new business, etc.), user's prestige, or infrastructure.

• **For Marketing:** The written description should address the challenges of marketing a specific project/building. Include how it was brought to life, the specific target markets, and the success/results of the marketing campaign. It is highly recommended that additional items such as "giveaways" be included with your submission (judges like to look at these). Items will be returned upon request.

4. **Photo File (no larger than 200MB)**

• One file consisting of 8-10 professional images of the project. Images should be 8x10in (JPEG format) at 300 dpi. Images must be labeled with project name and the content (i.e. lobby, reception area, conference room, exterior façade, etc.) At least one image must be a plan or site view of your project. Select images of the winning entries will be used during the awards gala and for general publicity purposes afterwards.

• Judges do NOT visit projects so your photos are worth a 1000 words!

• For **Capital Improvement** and **Adaptive Re-Use**, include labeled "before and after" photos, if possible from same angle.

• Photos should relate to bullets on page 1 and 2.

IMPORTANT: The name/logo of the applicant and/or team members cannot be listed on any submitted material (including jpegs) with the exception of the Entry Form and Owner/Developer Permission Letter/Email. The only exception is in the case of a project name being the same as the applicant (i.e. "XYZ Office Headquarters" submitted by XYZ).

Follow the instructions!

If you have questions, contact NAIOP.



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The screenshot shows a web browser window with the URL www.naiopva.org/ENTER.htm. The page features the NAIOP logo and navigation links: BEST OF NAIOP NORTHERN VIRGINIA, ABOUT, GOVERNMENT RELATIONS, EVENTS & EDUCATION, MEMBERSHIP, and DEVELOPING LEADERS. The main heading is 'Submit My Entry' with the instruction: 'Please use this page to upload your 2017 NAIOP Northern Virginia Award Entry:'. The form includes the following fields:

- Your Name ***: First Name (Kathleen), Last Name (D'Amato)
- Company Name ***: NAIOP Northern Virginia
- Your E-mail Address ***: kdamato@naiopva.org
- NAIOP Northern Virginia Member ***: NAIOP Northern Virginia
- Official Name of Project/Entry (This will go on trophy) ***: The Office
- Name of Company Submitting Entry (This will go on trophy) ***: NAIOP Northern Virginia
- Address/City/Zip of Project ***: 1729 King Street, #410, Alexandria, VA 22314
- Date of Substantial Completion ***: May 3, 2017
- Name of Developer or Owner Giving Permission ***: NAIOP Northern Virginia
- Category for Submittal ***: Interiors - Tenant Space 0 to 10,000 sf

On the right side of the page, there is a 'Featured DL Members' section listing Bailey Putnam, a 'Member Services' section with a 'Login to your Account' link, and a 'Connect' section with social media icons for Twitter, LinkedIn, and a 'Linked in group' button. Below these are two tweets from @naiopva, one dated August 4, 2017, mentioning Bailey Putnam and another dated August 15, 2017, mentioning a DL Snack Pack Project.

Before 5:00pm on
September 29, go to
www.naiopva.org to
submit and pay for
entry.



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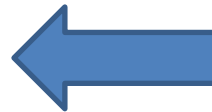
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Kathleen D'Amato

From: JotForm <noreply@jotform.com>
Sent: Thursday, August 10, 2017 5:24 PM
To: kdamato@naiopva.org
Subject: We have received your response for Submit my Entry

Submit my Entry

Your Name	Kathleen D'Amato
Company Name	NAIOP Northern Virginia
Your E-mail Address	kdamato@naiopva.org
NAIOP Northern Virginia Member	Kathleen D'Amato
Official Name of Project Entry (This will go on trophy)	The Office
Name of Company Submitting Entry (This will go on trophy)	NAIOP Northern Virginia
Address/City/Zip of Project	1729 King Street, #410, Alexandria, VA 22314
Date of Substantial Completion	May 3, 2017
Name of Developer or Owner Giving Permission	NAIOP Northern Virginia
Category for Submittal	Interiors – Tenant Space 0 to 10,000 sf
Developer	NA
Owner (if not same)	NAIOP Northern Virginia
Architect	THE NAIOP GROUP
Contractor	NAIOP Contractors Inc.
Broker	NA
Others	
Upload your Completed Entry (PDF)	



You will receive an email confirmation after submitting entry.



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2017
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1111 G. WASHINGTON BLVD.
2017 AWARDS
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“VIRTUAL” MARKETING BOARDS

On the night of Awards, there will be several screens up in the pre-function space that will show 1 image of each project on a scrolling loop. This image can be 1-2 photos with text identifying the project. It is a great opportunity to market your project/firm!

Slide is visible for 5 seconds. Consider the visual impact – what will leave the best impression of your project?

List your project name and team member names or logos on marketing slides only.

For your “virtual board/image” to be displayed at maximum optimization, the jpeg in the power point should measure 10 inches wide and 5.63 inches high (16:9 format)

Submit “virtual” board before November 3.

AWARDS CHECKLIST

- Submit an Intent to Enter by August 31. The purpose of the Intent to Enter is to help NAIOP staff identify any duplicate projects and to ensure we have the appropriate number of judges available to review submissions.
- Register and Attend “How to Submit a Winning Entry Seminar” on August 16. Major changes were made to the entry forms last year. The seminar will provide insight on the judging process and how to complete the entry forms.
- Submit your paid entry by 5:00pm on Friday, September 29.
- Design your “virtual” marketing board and send to kdamato@naiopva.org before November 3.
- Purchase your table or tickets to the Awards gala. Winners are NOT announced prior to the event.
- Market your company through event sponsorship. Sponsorships can be listed by company or project name.

Note change of slide format size! This change was made August 15 so if you printed prior to this, it will be wrong.



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Virtual Marketing Slides

- Slides scroll on screens in foyer of hotel during event.
- JPEG file should measure 10 inches wide and 5.63 inches high.
- The slide is visible for 5 seconds.
- 1-2 photos work best.
- List your project name, company and/or team member names or logos on marketing slide.

K2M GROUP HOLDINGS INC. GLOBAL HEADQUARTERS

Trammell Crow Company



CBRE





1775
TYSONS
BOULEVARD

KPF

WT
WHITING-TURNER


LERNER



Sequoia Plaza III

Arlington Department of Human Services



Architecture, Incorporated
AHA Consulting
Rathgeber/Goss Associates
Sustainable Building Partners

WEST BROAD RESIDENCES



Rushmark
Properties

dcs
DESIGN

HITT



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Judging Process | Basics

- Judge background
- Project visits
- Review time
- Slideshow/Photographs
- Binder/Submissions



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What are Judges looking for?

- Professional photographs
- Relevant photographs
- Concise summaries
- Bullet points
- Something different



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Submission | Photograph pointers

- Frame of reference
- Photographs need to relate
- How many photographs?



Submission | Team Approach

Close coordination + Team effort
= Award worthy project

- Creating an award-winning submission is no different
- Experts on the team can provide insight that resonates with the judging panel
- Appeal to each perspective in the narrative about the project and how it met/meets the needs of the client/community, how it positively impacts environmentally, social and economic quality of life





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Submission | Tell A Story

- Start early, engage often
- Hold a brainstorm session
- Build consensus on over-arching theme
- Collect bullet points, narratives from each project team member
- Include testimonials from end-users or community members
- Select images that support your narrative; use captions to continue the story

FINALLY...

As the submitter, you are the editor and will have to ensure the entry stays on theme. You make the final decision on content and conciseness, to keep within the 500 word limit. Anticipate working with your team members on 1-2 revisions before arriving on the final entry package.



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Sponsorships

- Great return on investment especially if commit early.
- Showcase your project or your company.
- Most popular – Door Prize \$2000. You can pull the winning ticket at Awards!

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