

2020 ANNUAL IMPACT REPORT

2020 FOCUS - DEEPENING RELATIONSHIPS

MISSION

With the help of our organizational partnerships, our mission is to promote inclusion and diversity in the commercial real estate industry by providing diverse candidates with scholarship and career opportunities that ensure their success.

VISION

Our vision is to create a more diverse commercial real estate industry where our professionals demographically reflect our client communities.

2020 was a year like no other, where everyone faced unprecedented challenges due to the COVID-19 pandemic and civil unrest nationally and locally. In the face of these challenges, many of us were forced to slow down and refocus our priorities, and the CREDC was no exception. This year we decided our key focus would be to deepen our existing partnerships in order to better serve the commercial real estate industry and reach our goal of creating a more diverse Minnesota commercial real estate industry.

We appreciate all of the financial support we have received from our partners in 2020. Our partners contributed to our mission of promoting and expanding diversity within our industry.

PARTNERS

- ACKERBERG
- BOMA
- CARLSON PARTNERS
- CBRE
- COLLIERS INTERNATIONAL
- CORENET
- CRISTO RAY
- CUSHMAN & WAKEFIELD
- DAVIS
- FLUID INTERIORS
- JLL
- IREM
- METRO STATE UNIVERSITY
- MNCAR
- MNCREW
- MSCA
- NAIOP
- NKF
- NIMBLE
- PIVOT STRATEGIES
- RMR GROUP
- RYAN COMPANIES
- ST. CLOUD STATE UNIVERSITY
- ULI
- UNIVERSITY OF ST. THOMAS

PARTNER COLLABORATIONS

CREDC collaborated with MNCAR and CoreNet on several speaking engagements; we shared scholarship candidates with IREM and MNCREW and we are very appreciative of the greater operational support NAIOP is providing us by hosting our website, updating it, and also providing accounting support.

CREDC also redefined some of our school relationships with wonderful results. Metro State University students learned more about a career in our industry in an informational session. St Cloud State University was not only a recipient of student scholarships, but they are now also a part of CREDC helping us form new partnerships and new approaches to collaboration. We are excited to expand our partnership with schools further in 2021.

Our partnerships with companies have also deepened as well. CBRE engaged us to work with their local executive leadership team and a diversity advocate was appointed, four scholarship recipients were interviewed for job opportunities. This CBRE-CREDC union resulted in two diversity hires - mission accomplished - and three additional real estate professionals working within the Collaborative! The Davis Group-CREDC partnership resulted in a new website sponsored by Nimble Impressions. We are excited to unveil our new website in 2021! We welcomed 9 new volunteers, representing 8 companies in our industry. Many of these companies in the architectural and construction industry had never been involved with CREDC.

RESULTS

Spring 2020:

- Four scholarships were awarded, double of 2019

Fall 2020:

- Four additional scholarships were awarded
- We received 15 applicants for our 2020 scholarship, which is more than ever before

Total scholarship dollars awarded in 2020:

- \$16,000, double of 2019

Congratulations to our Fall scholarship winners!



Meron
Bekure



Teresa
Lane



Natalie
Heimerman



Mai
Xiong Yang

2021 SNEAK PEAK

- Revamp our brand, including a new logo and website!
- Create a community of students
- Award eight scholarships, totaling \$16,000
- Expand and deepen our partnerships with schools, professional associations, and companies

HOW YOU CAN HELP

- SPONSOR A SCHOLARSHIP
- OFFER TO MENTOR A STUDENT WITHIN YOUR ORGANIZATION
- REFER STUDENTS AND YOUNG PROFESSIONALS TO CREDC
- PROVIDE INTERNSHIP AND ENTRY-LEVEL JOB OPPORTUNITIES FOR OUR STUDENTS
- PROVIDE SUPPORT SERVICES, INCLUDING MARKETING AND TRAINING COURSES
- VOLUNTEER TO SPEAK AT STUDENT CAREER EVENTS AND SHARE YOUR CREDC EXPERIENCES