

2023

# COMMUNITY IMPACT REPORT



TURNING SPACES INTO PLACES



# TURNING SPACES INTO PLACES





# 2023 COMMUNITY IMPACT REPORT

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# YEAR IN REVIEW

In our inaugural 2022 Community Impact Report, we set out on a mission to turbocharge our impact by contributing more money, volunteering more time, and providing more resources. Looking back - mission accomplished! We are proud to say that in 2023, we have made strides to further our impact.

Last year, we **contributed \$226K more** in charitable contributions and **1,670+ more giveback hours**, not to mention delivering **2 LEED-certified projects** and adding **57 inclusionary units** to the community benefiting lower-income households. We increased our support and involvement in our industry and focused our support on organizations and communities in which we do business in.

These are accomplishments our collective organization is proud of, and in the spirit of continuous improvement, we continue to strive to be bigger and better in the future.



# A LETTER FROM OUR EXECUTIVE LEADERSHIP

As a vertically integrated organization spanning real estate development, general contracting, and property management, we recognize our responsibility to foster positive change in the communities we touch. Through our collective outreach endeavors and unwavering commitment to equity and environmental stewardship, we aim to set a new standard in our collective industries. Our 2023 Community Impact Report serves as a testament to the breadth and depth of our endeavors. From neighborhood revitalization to providing necessary inclusionary housing, our efforts underscore our dedication to building meaningful and long-lasting sustainable communities.

Looking ahead to 2024 and beyond, we are fueled by a sense of optimism and purpose. We aspire to build upon our achievements, striving to create a legacy defined by contributions that make a positive impact. While we take pride in our progress, we remain mindful of the challenges ahead. It's through the unwavering support of our community that we draw strength, and together, we are poised to forge a brighter future for all.



**Eric Campbell**  
MainStreet Chairman  
GenCap Chairman



**Kelly Price**  
MainStreet CEO  
GenCap CEO  
Insite CEO



**Jackie Hizey**  
MainStreet Co-President  
& Chief Financial Officer



**Kim Faust**  
MainStreet Co-President  
& Chief Development Officer



**Rob Warnaca**  
GenCap President



**Matt Smith**  
GenCap VP of Operations



**Chantel Emery**  
Insite President



**Molly Lambright**  
Sr VP of People & Culture

# TURNING SPACES INTO PLACES

## OUR PURPOSE

Our family of companies **develops, constructs, and operates** amazing places – all to delight our customers and make the community around us more enjoyable now and in the future.

To do that, we are committed to thinking a little differently. We are curious. We ask questions. We value creative innovation, unique perspective, and thoughtful sustainability, which result in remarkable customer experiences.

We work with talented people who create better, long-lasting living and working environments. We think it's essential to have fun along the way while making everything we touch a little better.



DEVELOPS



### MainStreet Property Group

MainStreet is committed to forming lasting partnerships in the Cities we develop. For each project, we partner with a top consultant team of experts and local city planners to create unique communities in emerging urbanizing neighborhoods.



CONSTRUCTS



### GenCap Construction Corp.

GenCap is a commercial general contractor specializing in design-assist and design-build delivery. Fueling our approach is our team of industry professionals with a depth and breadth of experience in all kinds of commercial construction.



OPERATES



### Insite Property Solutions

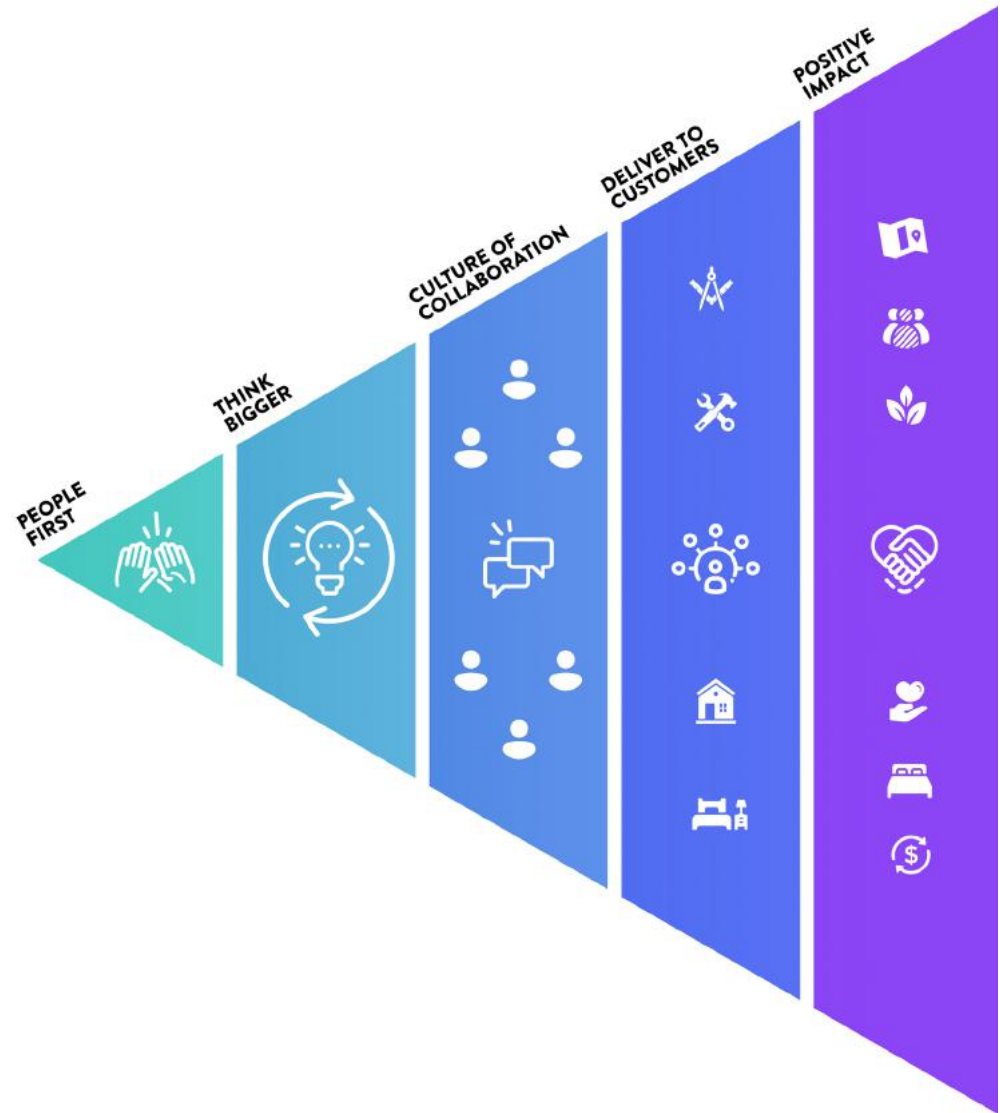
Insite creates vibrant communities designed to build connections, foster innovation, and encourage authenticity because we understand that investing in people leads to better opportunities for all.

# PRINCIPLES THAT LEAD TO IMPACT

To support our goal of increasing contributions and supporting our community in 2023, our organization recognized that to achieve this goal, we needed to focus on how each team member could be empowered to be a part of the impact we strive to achieve.

To do this, we looked at our existing Guiding Principles as an opportunity to redefine our commitment to our people and our business needs that ultimately build on each other to make a positive impact.

Our identity and purpose at its core has not shifted, but with our new principle pillars, our strategy and culture have been repositioned to further enable and empower our commitment.







By focusing on our **People First**, we are empowered to **Think Bigger** and promote a **Culture of Collaboration** that enables us to **Deliver to Customers** at a high level while making a **Positive Impact** in our community today and in the future.





# OUR GUIDING PRINCIPLES



## PEOPLE FIRST

We hire **brilliant** people who allow our culture to grow. We prioritize the **development, safety, and wellness** of each other to ensure that we are **empowered** to express our interests, **motivated** so our strategies flourish, and positioned to **be brilliant** every day.



## THINK BIGGER

We embrace challenges as opportunities to learn and grow. We encourage a **growth mindset**, allowing us to be **innovative** and support big, bold ideas. Through active **learning and training**, we **continuously improve** to address the **details** to differentiate ourselves.



## CULTURE OF COLLABORATION

Our **unified goals** strengthen us – sharing, innovating, and **growing together**. While each person, team, and company culture is unique, our **superpower** lies in our ability to collaborate towards a common purpose.



## DELIVER TO CUSTOMERS

We act with thoughtful **speed and action** to deliver the **highest value** to our customers. The quality of our work is a reflection of our entire team. We are **problem solvers** who continually **raise the bar** to improve our **customers' experience**.



## POSITIVE IMPACT

We are **stewards of our community** with a passion for positively impacting the people and organizations around us. Through **charitable** efforts, dedication to **sustainable approaches**, honoring **unique perspectives**, and **equitable practices**, we strive to improve everything we touch.

# A LEADER IN INCLUSIONARY HOUSING

We believe that providing housing for all income levels is a matter of social responsibility and a critical component for fostering inclusive communities and sustainable economic growth. We mitigate homelessness, reduce socioeconomic disparities, and enhance societal stability by ensuring housing options for lower-income individuals and families.

Our organization is a leader in providing economically viable housing in our community and are one of the largest private companies on the Eastside of Seattle for inclusionary housing. In 2023, we delivered **57 new units** with **328 upcoming units** currently in construction or preconstruction. To date, our commitment has resulted in over **\$50 million of completed inclusionary housing value** created in our community.

By providing diverse housing options, we make a positive impact in creating vibrant neighborhoods and ensure that housing for all income levels is not just a moral imperative for us but a strategic investment in building resilient, equitable societies for the long term.

Offering these subsidized housing options to residents allows for increased access to newly constructed homes. Our ARCH unit rental rates range from **50%-85% of King County median income**.







**57**  
NEW UNITS  
DELIVERED

**328**  
UPCOMING  
UNITS

**201**  
COMPLETED  
UNITS  
*Across Our Org*



**\$50+MM**  
OF COMPLETED  
INCLUSIONARY HOUSING  
VALUE CREATION

\*Calculation includes average portfolio market unit rent less average portfolio affordable unit rent with the delta at a 5 CAP.





# STEWARDSHIP & CHARITY

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# GIVING BACK TO OUR COMMUNITY

Our organization firmly believes that we have a responsibility to uplift and strengthen the communities that support us. As a result, we are committed to being stewards of our community by giving back and improving the places where we live and work.

To lead and coordinate our charitable efforts, our **Charitable Committee** is dedicated to facilitating activities that align with our charitable goals and encourage engagement that celebrates our team members' passions.

## STEWARDSHIP & CHARITY COMMITTEE GOALS

- *Coordinate organization-wide charitable events and plan an event each quarter where team members can volunteer their time*
- *To act as a conduit for team members' passions, spotlight one charity or cause per quarter*
- *Increase awareness of the company charitable match benefit and streamline this process*



# FOCUSING OUR IMPACT

In 2023, our organization focused our charitable efforts on key partnerships to amplify the impact we could provide in the realm of providing support for those most in need in our community.

This targeted approach allowed us to maximize our resources and make a meaningful difference in the lives of individuals and communities where safety, stability, and housing could make a world of difference.



## CHILDHAVEN

Childhaven, now Akin, partners with parents and community to strengthen families, prevent childhood trauma and its damaging effects, and prepare children for a lifetime of well-being.

**\$54K**  
RAISED

**226**  
HOURS  
*Contributed*



**COMMUNITY ROOTS**  
HOUSING

## COMMUNITY ROOTS HOUSING

Community Roots Housing embraces community-led development and engage in deep-rooted partnerships because it takes all of us to create equitable, vibrant communities.

**\$6K**  
RAISED

**36**  
HOURS  
*Contributed*



## MARY'S PLACE

Mary's Place ensures that no child sleeps outside by centering equity and opportunity for women and families.

**\$44K**  
RAISED

**504**  
HOURS  
*Contributed*



**W**

UNIVERSITY *of* WASHINGTON

## UNIVERSITY OF WASHINGTON

We believe giving back and providing leadership for the UW ultimately supports our industries and, therefore, benefits the community as a whole. Many team members throughout our organization are UW alumni, with four of our executives currently holding Board positions or similar at various UW committees and institutions.

**\$120K**  
RAISED

**32**  
HOURS  
*Contributed*



**Fred Hutch**  
Cancer Center

## FRED HUTCH

Fred Hutchinson Cancer Center unites innovative research and compassionate care to prevent and eliminate cancer and infectious diseases. To further our commitment and support of this mission, we have created Mars Shot, our one-of-a-kind fundraising partnership with Fred Hutch, where team members can join in the effort to find a cure for pediatric cancer.

**\$13K**  
RAISED

**24**  
HOURS  
*Contributed*



# CHARITY BOWLING FOR CHILDHAVEN



## ROCK & BOWL

We hosted our annual charity bowling event to show our appreciation to our clients, design partners, and investors.

We had a blast bowling for the 2nd year in a row, but most importantly we are proud to have supported **Childhaven** (now Akin) and their mission - increasing our total contribution by 86% over last year.

The logo for "ROCK BOWL" featuring a star above the word "BOWL".

**\$28K**  
RAISED

**150**  
HOURS  
*Contributed*





# CHARITY GOLFING FOR MARY'S PLACE



## NAIL DRIVER CLASSIC

To show our appreciation to our clients, partners, and subcontractors, we hosted our 3rd annual charity golfing tournament.

On top of competitive rounds of golf and fun prizes, we once again helped raise money to help support **Mary's Place** and their cause - increasing our total contribution by 50% over last year.

**\$30K**  
RAISED

**440**  
HOURS  
Contributed





# GIVEBACK DAYS

We are committed to making our community a better place not only through our places but also through our annual Giveback Days, where we coordinate opportunities and provide team members paid time during work days to make an impact together.



**FOOD  
LIFELINE**

**24  
HOURS**  
Contributed

## FOOD LIFELINE

We volunteered our time to help sort and pack food to help Food Lifeline distribute nutritious food to those in need in our community.

*Food Lifeline is on a mission to end hunger in Washington, they provide nutritious food to over 1.37million people facing hunger. They distribute through a network of 350 food banks, shelters, and meal programs.*



**CHILDHAVEN**

**32  
HOURS**  
Contributed

## CHILD HAVEN

We assembled hundreds of activity packets for children and families. These multi-lingual activity packets were used for developmental promotion at pediatric well-child visits at their partner clinics.

*Child Haven partners with parents and community to strengthen families, prevent childhood trauma and its damaging effects, and prepare children for a lifetime of well-being.*





# HOLIDAY GIVING

Each year around the holidays, we present a celebratory “5 Days of Giving” full of events and activities that culminate in our annual Holiday Party. During these five days, we partner with local non-profits to support families who need a little extra help during the holiday season.



## FOOD DRIVE

We partnered with Hopelink to place food drive collection boxes at each of our corporate offices, construction, and property sites to help donate food to those in need over the holidays.

**730+**

**POUNDS**

Food Donated

*Hopelink is working to end poverty in our community. Each year they help people through programs that provide stability and the skills and knowledge needed to exit poverty.*



## TOY DRIVE

We partnered with Mary's Place to create giving trees and toy drive collection boxes at each of our corporate offices, construction, and property sites to donate toys and fulfill a child's holiday wish!

**260+**

**GIFTS**

Toys Donated

*Mary's Place helps ensure that no child sleeps outside by centering equity and opportunity for women and families.*

# COMMUNITY LEADERSHIP

Our executive leadership team is dedicated to leading community non-profit organizations and contributing their time to various committees & boards to support key missions, ranging from government affairs to strategies to include inclusionary housing. We firmly believe supporting these organizations is not only the right thing to do but also makes a true impact on the greater good and community as a whole.

## BOARD, COUNCIL & LEADERSHIP INVOLVEMENT

- Community Roots Foundation Board
- Community Roots Sponsorship Committee
- ULI Multifamily Product Council
- ULI Capital Markets Council
- NAIOP Board of Directors
- NAIOP Government Affairs Committee
- One Redmond Government Affairs Committee
- WA Multi-Family Housing Association Board of Directors
- Eastside Community Development Fund Board
- UW Runstad Department of Real Estate Board
- UW Construction Industry Advisory Council
- UW Athletic Department Tyee Board
- UW Transition Committee
- UW Basketball Operations Center Committee
- UW Finance Committee
- UW Undergraduate Women in Business Alumni Board
- Cascadia College Foundation Board
- Santa Clara Real Estate Advisory Board
- Fred Hutch Board of Advisors
- Fred Hutch Chair of Philanthropy Committee



EXPLORE OUR  
EXECUTIVE LEADERSHIP



# GIVEBACK PARTNERSHIPS

In 2023, our organization's impact resulted in over **\$317K in contributions** across **22 different partners**, with over **2,780 hours contributed** to giveback efforts, activities, and community involvement.



A photograph of a modern balcony with a wicker chair and a view of a city park and apartment buildings. The balcony has a dark metal railing and a light-colored wooden deck. The wicker chair is in the foreground, and the view shows a green lawn, trees, and a multi-story apartment building in the background under a clear blue sky.

# SUSTAINABILITY & INNOVATION

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# PRIORITIZING OUR ENVIRONMENT

Reducing our environmental impact to protect our planet is a top priority to ensure we sustain the communities we live and work in for years to come. To do this, we consciously choose the more sustainable approach in everything we do.

To continue driving our sustainability goals, our **Sustainability & Innovation Committee** is committed to researching and implementing new ideas to address and exceed the rapidly-advancing expectations that impact how we develop, construct, and operate, as well as promote methods to be sustainable in our day-to-day lives.

## SUSTAINABILITY & INNOVATION COMMITTEE GOALS

- *Research sustainability innovations aligned with new and rising expectations to protect our environment*
- *Implement ten new vetted sustainable practices throughout the organization each year*
- *Educate and drive a sustainable culture where team members are encouraged to speak up, engage, and provide ideas*
- *Coordinate organization-wide sustainable volunteer events each quarter*



# SUSTAINABILITY & LEED COMMITMENT



## LEED

### PLATINUM

**4 Certified / 3 Expected**

- Swyft - Kirkland\**
- Eastrail Flats - Woodinville\**
- The Spark - Redmond\**
- Siteline - Seattle*
- Porch + Park - Redmond*
- The Bond - Redmond*
- Heron - Redmond*

### GOLD

**7 Certified**

- The Pine - Kirkland*
- The Schoolhouse District - Woodinville*
- The POP - Bothell*
- SKY - Sammamish*
- Junction - Bothell*
- The Carter - Redmond*
- LINQ - Kenmore*

*LEED is a globally recognized symbol of sustainability achievement, providing a framework for healthy, efficient, carbon, and cost-saving green buildings.*



By prioritizing our environment as a top priority, we can create projects that ensure we sustain the communities we live and work in for years to come. To do this, we consciously choose the more sustainable approach with everything we do and have committed to a **minimum LEED Gold** certification for every new project we develop and consistently strive for LEED Platinum.

We take our sustainability efforts seriously in everything we do, and this is also reflected in our office and on-site environments with a no-reusable plastics culture, utilizing environmentally friendly cleaning products, and even incorporating the little things like office plants to promote in-office wellness and sustainability awareness.





# WELLNESS & ENVIRONMENT

In 2023, we completed our first Salmon-Safe project at Sitaline and our first Fitwel-certified project at Porch + Park.

Our commitment to building sustainable buildings that are walkable and transit-oriented helps promote sustainable lifestyles, reduce our carbon footprint, and create healthier, more vibrant communities for generations to come.



## SALMON-SAFE

**1 Certified / 1 Expected**

*Swyft - Kirkland\**  
*Sitaline - Seattle*

*Salmon-Safe is a leading nation-wide ecolabel linking site development and land management practices with the protection of agricultural and urban watersheds.*



## FITWEL

**1 Certified / 3 Expected**

*Swyft - Kirkland\**  
*Eastrail Flats - Woodinville\**  
*The Spark - Redmond\**  
*Porch + Park - Redmond*

*Fitwel is the pioneering real estate platform striving for a healthier future where every building is enhanced to support the well-being of its occupants and support healthy communities.*





# DIVERSITY, EQUITY & INCLUSION

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# HONORING OUR UNIQUE PERSPECTIVES

We strive to develop, promote and advance strategies and best practices within the realms of racial, social, sexual, and gender diversity to ensure that the places we create are always inclusive and welcoming to all.

To spearhead advancements in diversity, equity, and inclusion (DEI) in our organization, our **DEI Committee** is devoted to honoring our people's unique perspectives knowing that promoting our collective DEI ideals will help us enhance social equity for our team members and community as a whole.

## DIVERSITY, EQUITY & INCLUSION COMMITTEE GOALS

- *Survey, identify, and improve diversity across our organization*
- *Conduct organization-wide DEI activities and trainings*
- *Identify and establish DEI partnerships within our community*
- *Focus our charitable efforts on marginalized groups in our community*
- *Work to improve our social justice indicators associated with our Just Label*





# OUR JUST LABEL FOR TRANSPARENCY



INTERNATIONAL  
**LIVING FUTURE**  
INSTITUTE<sup>SM</sup>

Just is a nutrition label for socially just and equitable organizations. In our recent renewal, we made significant improvements in **Gender Diversity, Health Care, and Family/Medical Leave**, as well as various improvements in **Stewardship** as a whole.

These enhancements underscore our dedication to enhancing the treatment of our team members and our ongoing support of the community, as we persistently strive for improvement.

# Just.<sup>SM</sup>

**Organization Name:** MainStreet Property Group, GenCap Construction Corp, Insite Property Solutions  
**Organization Type:** Real Estate & Construction  
**Headquarters:** Kirkland, Washington  
**Number of Employees:** 137

#### Social Justice Indicators:

##### Diversity & Inclusion

- Gender Diversity
- Ethnic Diversity
- Inclusion
- Engagement

##### Employee Benefits

- Health Care
- Retirement Provision
- Family/Medical Leave
- Training/Education

##### Equity

- Full-Time Employment
- Pay-Scale Equity
- Freedom of Association
- Living Wage
- Gender Pay Equity

##### Stewardship

- Local Communities
- Volunteering
- Animal Welfare
- Charitable Giving
- Positive Products

##### Employee Health

- Physical Health
- Well-Being

##### Purchasing & Supply Chain

- Equitable Purchasing
- Supply Chain

THE SOCIAL JUSTICE LABEL 2.0

MSP-002

EXP. 04/01/2026

INTERNATIONAL LIVING FUTURE INSTITUTE<sup>SM</sup>







# TURNING SPACES INTO PLACES

