2021 CAI ANNUAL REPORT
LEADING VOICE
FOR COMMUNITY ASSOCIATIONS

Since 1973, thanks to countless dedicated, selfless, and inspired member leaders, CAI is the international center for community association information, best practices, education, and advocacy. Today, we’re witnessing local municipalities, state legislatures, government agencies, and courts consider regulations and laws that profoundly impact the millions of people living and working in condominium communities, homeowners associations, and housing cooperatives. With more than 74 million Americans calling community associations home, our mission has never been clearer: Educate, advocate, and support these communities.

On June 24, we were deeply shocked and saddened as we watched our community association family respond to the partial collapse of Champlain Tower South condominium in Surfside, Fla. Following the tragedy, we knew that CAI had a responsibility to lead the conversation to address condominium safety. We hope our public policy recommendations will help other communities avoid this type of devastation and provide solutions for communities, legislators, and other housing stakeholders seeking to address building safety.

In the past year, we’ve learned more about our community and what resilience looks like when we inspire, engage, and commit to a common goal. The following pages of this annual report are more than just a snapshot of information and metrics: they’re highlights of the work, dedication, impact, and value we bring to our members and the community associations industry.

Sincerely,

Tom Skiba, CAE
Chief Executive Officer
ADVOCACY IS EVERYONE’S BUSINESS

We believe that the best way to make a lasting impact on public policy is to change public opinion. When our advocates bridge the gap, we begin to change the beliefs of people and policymakers. In 2021, many state legislatures conducted business virtually, allowing limited access to constituents. CAI leveraged the opportunity to connect our members with legislators by participating in virtual capitol lobbying days in three of our biggest states—Florida, California, and Texas.

We know our voice is powerful. To maximize our grassroots efforts, we launched the new Voter Voice program—a digital platform providing guidance, best practices, and recommendations for our advocates. This year, more than 17,000 CAI advocates connected with their legislators using Voter Voice, impacting more than 16 pieces of legislation. To further strengthen our efforts, we also introduced a new Advocacy Ambassadors program. These boots-on-the-ground activism coordinators are already making an impact.

As we continue to navigate the COVID-19 pandemic, CAI’s legislative action committees pushed for sensible legislation to advance community association business operations—resulting in three big wins for our communities. Limited liability legislation supports a community’s efforts to open recreational facilities including pools, exercise rooms, and clubhouses without fear of legal liability. Virtual meetings and electronic voting legislation provide a framework and authority for community association boards, committees, and homeowners to meet virtually and conduct digital elections.

Following the devastating condominium collapse in Surfside, Fla., three task forces representing 600 CAI members—reserve analysts, attorneys, insurance and risk management professionals, developers, engineers, architects, community association managers, and homeowner leaders—created the Condominium Safety Public Policy Report. The report provides recommendations on reserve studies and funding, building maintenance, and structural integrity that CAI believes should be considered for adoption into state law to support the existing framework for the development, governance, and management of community associations. Since October, we’ve educated activists and lawmakers from nearly 30 states via webinars and in-person meetings. We know that quantifying the impact will be essential, and the real success of this initiative comes from our volunteers who have always played an important role in building resilient communities.

In October, we witnessed a show of bipartisanship that is rarely seen in today’s politics when eight members of Congress co-sponsored and introduced the Disaster Assistance Equity Act (H.R. 5298). CAI supports the act because it allows
CAI CHAPTERS EXCEL
Understanding our members and their needs is critical to the growth and success of our organization. During the past year, CAI chapters have created a more member-centric experience that’s resonating. Today, CAI’s 63 chapters worldwide administer a variety of programs and services including education for community managers, board members, and business partners, networking opportunities, and other industry publications and services.

To add depth to the engagement experience, our new hybrid approach to host meetings and events is giving our members multiple ways to stay engaged—connecting in the CAI Exchange, our online member community, and the choice to attend a virtual or in-person event. While the COVID-19 pandemic sped up digital transformation and technologies, the shift allowed our chapters to rethink their strategies and open the door to new ideas that help us grow and showcase our value.

Even small changes can make a big difference, and CAI’s new hybrid approach allows us to stay relevant. We encourage you to stay connected to your CAI chapter. We want CAI to be a place where your experiences and opportunities are worth the investment.
MEMBERSHIP: ASK, LISTEN, AND PRIORITIZE
Like many membership organizations, we recognize that our members’ needs have changed. As the impact of COVID-19 continued to cancel events and force many to work remotely, we knew it was vital to take a “ask, listen, and prioritize” approach to better understand our membership. We set out to create new, solution-based content that our members would respond to. After listening to chapter leaders and members, we successfully produced new publications and resources, created hybrid education and networking programs, and launched Community Conversations Live, a member-only, free webinar series in collaboration with CAI chapters and headquarters staff. The response has been overwhelming, with more than 2,000 members participating the first year.

As we reflect on our journey, we’ve witnessed an impressive growth for both business partners and community manager members, and our homeowner leader category is reaching pre-pandemic totals.

LEARNER-CENTRIC EDUCATION
Following the most disruptive year for global education, 2021 offered the opportunity to better envision the future of professional learning, one that is learner-centric. It has always been CAI’s mission to create an educational approach that enables all students to thrive with accessibility and relevancy while preparing them for the future.

With a forward-thinking strategy, we are working to reimagine our long-standing Professional Management Development Program. We want to enable our students to achieve future career potential and give them the tools to solve real-life challenges. To navigate the educational shift, we’ve expanded our virtual course curriculum and introduced a new three-day, in-person program that encourages flexibility and increases student involvement and engagement. As we modernize our learning pathways, we’re working to remodel our course curriculum as well as train and equip our experienced faculty with enhanced learning modules and approaches to leverage and maximize individualized learning.

Homeowner Leaders

2019: 18,615
2020: 18,033
2021: 18,282

Community Managers

2019: 13,885
2020: 13,608
2021: 14,438

Business Partners | Students | Honorary Members

2019: 4,699
2020: 4,214
2021: 4,213
from May to August, we were thrilled to host the second-largest national conference in our organization’s history—showing that coming together is more meaningful than ever. Taking place at the brand-new Caesars Forum in Las Vegas, we introduced new high-visibility branding and digital sponsorships, a health and wellness lounge, daily stretch and flex activities, and a world-class exhibition hall.

“‘The virtual format was much more effective than I expected, and I particularly liked being able to see the participants on the Zoom platform. I also felt the quality of the materials and presentations was definitely higher than previous conferences. As a practitioner starting my 37th year in the field, I got a tremendous amount out of the presentations and topics. Well done to all staff, conference planners, and participants!’”

The 2021 CEO-MC Retreat closed out our events calendar with a bang. Striving to modernize the event, we introduced a dramatically new sponsorship model that included custom-branded exhibit kiosks, increasing the number of sponsors exhibiting and management executives interacting in the CEO Connection Lounge.

Creating events when it mattered is only part of our success. You showing up and being active reminds us just how transformational and resilient our industry really is, and we’re excited to see what new ideas and strategies our industry continues to implement in the next year and beyond.

**EVENTS EXCEED EXPECTATIONS**

COVID-19 has transformed our events, driving organizers and business partners to innovate, implement new solutions, and remodel year-round meetings. As the pandemic shifted the way we work and interact, we took advantage of the opportunity to engage on a virtual platform. In January, we hosted the very first virtual Community Association Law Seminar. The event received an overwhelming response, attracting 739 participants, 16 sponsors, and 69 first-time attendees. The numbers show that once again, CAI solidified our status of being the leader in community association education.

It is the creativity, adaptability, and agility by which our industry successfully moves forward that allowed us to host safe, in-person events once again. In August, we celebrated community associations and the management profession at the 2021 CAI Annual Conference and Exposition: Community NOW. After making the decision to move the annual event
INDUSTRY DESIGNATIONS
Extraordinary. Respectable. Valuable. Three words that best describe community association managers and business partners who hold CAI designations. In 2021, we conducted the first-ever virtual PCAM Case Study with a total of 156 students participating in four programs, and we’re proud to report that our enrollment is increasing as we witness new professionals entering the industry and understand the importance of furthering their education.

The value of CAI designations is clearly demonstrated by the extensive research conducted by the Foundation for Community Association research into the merit of the Professional Community Association Manager (PCAM) designation and others. From a hiring perspective, CAI designations are the most commonly cited credentials by management firms, boards, and businesses that are willing to pay for the experience and knowledge.

COMMUNICATING SUCCESS
Last year, we saw phenomenal growth across our social media and digital platforms with our ability to educate, advocate, and support community associations. Residents, board members, community managers, and business part-

2021 Annual Conference & Exposition
1,298 attendees
854 first-time attendees
44 homeowner leader attendees
813 community manager attendees
201 business partner attendees
74 recorded conference sessions
143 exhibitors
43 sponsorships sold

2021 CEO-MC Retreat
171 attendees
33 first-time attendees
43 sponsorships sold
38 exhibitors (increase from 27 exhibitors in 2019)
11 first-time business partner exhibitors
### @CAISocial

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<th>Platform</th>
<th>Followers/Likes</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>7,699 Followers / 6,380 Likes</td>
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<tr>
<td>Twitter</td>
<td>3,507 Followers</td>
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<tr>
<td>Instagram</td>
<td>1,417 Followers</td>
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<td>LinkedIn</td>
<td>19,000+ Members</td>
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### Common Ground magazine

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<tr>
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<tr>
<td>2021</td>
<td>15,280</td>
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### Community Manager newsletter

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<th>Year</th>
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<tbody>
<tr>
<td>2020</td>
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<tr>
<td>2021</td>
<td>60,689</td>
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### Community Association Living Guide

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<th>Year</th>
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<tbody>
<tr>
<td></td>
<td>15,585</td>
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### Diverse and Inclusive Communities Guide

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<tr>
<td></td>
<td>15,585</td>
<td>230,382</td>
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### 65 new videos produced
ners saw firsthand how the COVID-19 impacted the housing model. They turned to us for the resources, tools, and critical information to keep their communities and their businesses thriving.

The good news is our content efforts have enhanced our members. Today, we’re seeing more visits to the CAI website and increased traffic for the digital publications of Common Ground magazine and Community Manager newsletter. We’re witnessing more members engage with us on social media by liking and sharing our content and opening emails to find new and updated resources in their inbox. Building upon our success broadens our reach, and we position ourselves to show what we do best: Educate and advocate for community associations. We have so much more to accomplish together, and the future for CAI looks very bright.

GOVERNING DECISIONS
CAI is governed by a 15-member Board of Trustees. The board is supported by three membership representation groups—the Business Partners Council, Community Association Managers Council, and the Homeowner Leaders Council. These elected members give their constituencies a voice in crafting CAI policy and work to ensure that CAI continues to provide services and benefits that members need and value.

In 2021, the Board of Trustees extended the voluntary moratorium on foreclosure actions for delinquencies due to COVID-19 hardships. The CAI moratorium ended June 30 (consistent with the U.S. federal government’s expiration of the mortgage foreclosure moratorium). On Aug. 18, the board approved a new CAI Diversity, Equity, and Inclusion (DEI) Statement that was the initial work of an internal DEI Task Force. CAI and the DEI Task Force have been promoting the organization’s commitment to creating a culture that supports and advances diversity, equity, and inclusion for all members and staff. As CAI continues this initiative, updates and information may be found at www.caionline.org/DiverseCommunities.

FINANCIAL REVIEW
As we adapted to the continuing impact of COVID-19, we transitioned in-person education classes to online and streaming classes and moved our annual conference to the following year, resulting in a further reduction in income. Revenue reductions were more than offset by the elimination of expenses for in-person events and reductions in operating costs. Despite these adjustments, our net was the highest in our history, and we remain financially strong. Our total operating revenue was $13,340,741, expenses were $12,125,636 and unrealized gains on investments were $1,432,977 for the year resulting in net asset reserves exceeding $5.6 million.

To view the full financial and audit report, visit www.caionline.org/financials.

NAVIGATING UPHEAVAL
During 2021, CAI responded quickly to events that are difficult, if not impossible, to ignore even while the pandemic continued to impact and restructure the ways we operate.

From the tragedy of the Champlain Tower South collapse in Florida to labor shortages and a heightened awareness of social injustices, how we care for the residents in our communities, those who work in them, and those who support them has changed. CAI has navigated the upheaval and constantly changing landscape demanding we provide safe working environments while maintaining the health and safety of everyone with whom we interact. Implementing changes requires resiliency, financial planning, a willingness, and an understanding of needs.

CAI is relying on its resources to persevere and to be your constant supporter. The Government and Public Affairs Committee, under the leadership of past president T. Peter Kristian and supported by hundreds of professionals, experts, and volunteers, developed new public policies addressing building safety, structural integrity, and reserve studies and funding. Additionally, a comprehensive review of CAI’s bylaws is underway under the leadership of past president David Caplan.

Meanwhile, thanks to an internal staff committee, the Board of Trustees was proud to adopt a statement making diversity, equity, and inclusion a core aspect in our membership, on our staffs, and within the community association housing model at large.

My desire is for CAI to continue to prosper as an organization, be an industry leader, provide quality education, create passion in its members, advocate for better legislation, and endure in the community management field. My goal has been to inspire you to be your best, excel in your profession, serve your clients, and nurture future managers and business partners. CAI is continually looking at ways to deliver education, programs, and methods that enable you to make those connections and influence those around you. Whether you recognize it or not, you are part of CAI’s success.

It has been a pleasure to serve you, and I’m thrilled to welcome Jessica Towles as your 2022 president.

James H. Dodson IV, CMCA, AMS, LSM, PCAM
2021 President