

PROUDLY SPONSORED BY



2026 CRITERIA THE OUTSTANDING BUILDING OF THE YEAR (TOBY) AWARDS



RETAIL CATEGORIES:

- **ENCLOSED MALL - UNDER 1 MILLION SQUARE FEET**
- **ENCLOSED MALL - OVER 1 MILLION SQUARE FEET**
- **OPEN AIR/STRIP MALL**

Please carefully review the following information before proceeding with your TOBY application.

PROGRAM, CATEGORY, AND COMPETITION INFORMATION

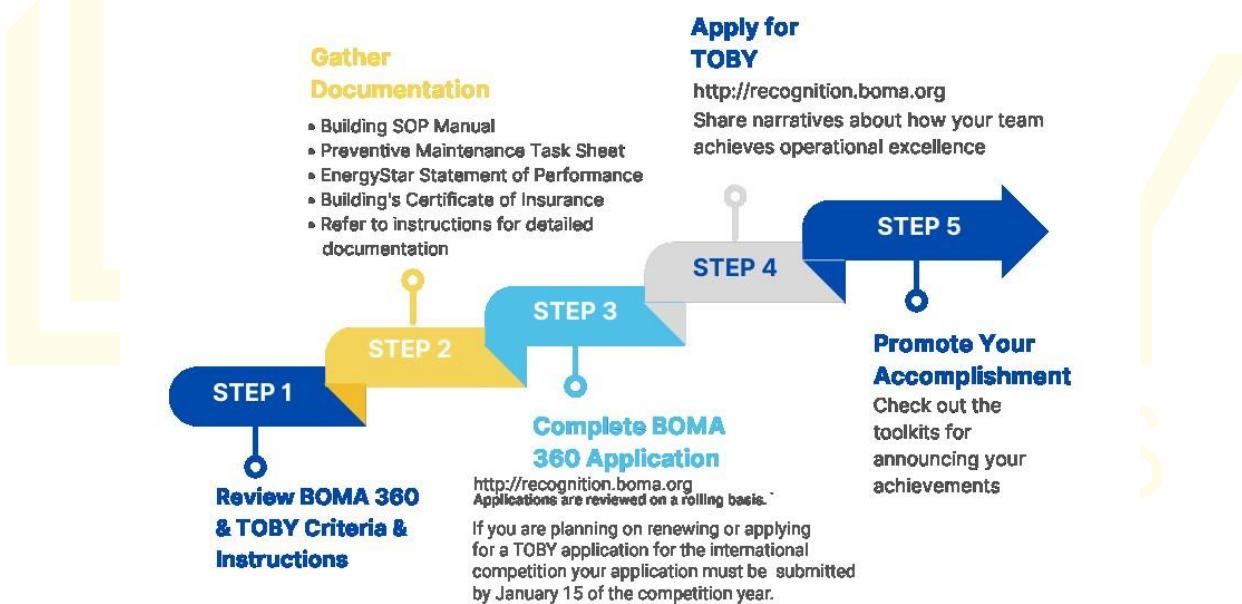
STARTING THE PROCESS

Now it's even easier to ensure your building achieves the ultimate success. The TOBY Awards are only given to properties carrying a BOMA 360 distinction (starting at the regional level) —the most comprehensive and holistic evaluation of operational and management practices. Now you have two opportunities to highlight overall excellence for community impact, emergency preparedness, sustainability, health and wellness, and additional performance metrics for both commercial and industrial buildings.

Before entering the TOBY competition, applying for the BOMA 360 designation serves as the first step in ensuring your building has achieved the minimum level of operational best practices. A new universal recognition platform has been created to simplify the process to help shape high-performance buildings by providing an opportunity to educate property management professionals, reinforce team-building relationships, and increase asset value and tenant retention on a global basis.

The BOMA 360 and TOBY applications have been consolidated into BOMA International's new 360/TOBY portal where applicants will have access to both applications all in one place. Applicants will have an opportunity to see areas where they can improve before entering the TOBY competition and have a stronger application.

Achieve the Recognition Your Building Deserves



CATEGORY DESCRIPTION – RETAIL

A group of retail and other commercial establishments, either enclosed or open air, managed by one company. The entry must be managed as a single property. The entry can be one level or multiple levels in height with a minimum of 50 percent occupancy. The entry may consist of neighborhood centers (30,000 – 50,000 sq. ft.), community centers (100,000 – 400,000 sq. ft.), power centers (250,000 – 600,000 sq. ft.), regional shopping centers (400,000 – 800,000 sq. ft.) or super regional shopping centers (800,000 plus sq. ft.). No minimum office area is required.

There are three Retail Sub-Categories:

- Enclosed Mall Under 1 million square feet
- Enclosed Mall Over 1 million square feet
- Open Air/Strip Mall

ELIGIBILITY

1. The building must win at the local level to advance to the regional level and must win at the regional level to advance to International.
2. Each building competing at the regional and international level must have an active BOMA 360 designation through June 29th of the international competition year. Canadian applicants must submit their BOMA 360 applications by May 1, 2025 for the regional deadline of July 15, 2025.
3. All portfolios must have undergone a building inspection and scored at least 70% to be eligible to compete. Each entrant must upload the completed and signed TOBY Building Inspection Verification form to be eligible to compete at the regional and international level (this form is provided by your local BOMA association or international affiliate organization).
4. The building must be a member, or managed by an entity that is a member, in good standing with both their BOMA local association and BOMA International in order to compete at the local, regional, and international levels. Specifically, all membership fees, and any other debt, must be paid prior to entry.
5. The building may not have won in the same category at the international level during the last 5 years (i.e. Buildings that win in 2026 are not eligible to compete until 2030 and awarded in 2031). The building may not have won in a different category at the international level during the last 3 years (i.e. Buildings that win in 2026 are not eligible to compete until 2028 and awarded in 2029).
6. The building must be actively leased and occupied for at least one full year from the date of the active leased first day of business of the first tenant by June 15, 2025 with a minimum of 12 months of building operations.
7. Each building may only enter in one category.
8. For any building that enters the competition at the local and regional level that may encounter a change in management and/or ownership and wins at the international level, the award will be presented to the management company/owner at the time of the original entry.
9. All entrants are required to provide the following:

Any entry that does not include both A and B will not be eligible to compete at the regional and international levels.

A. Provide a copy of the Statement of Energy Performance (SEP) generated from ENERGY STAR® covering any 12-month period between June 30, 2023 and March 31, 2026. This is a mandatory requirement at the regional and international levels and omitting this step or uploading an alternate document (i.e. SEP application) may result in disqualification. The property does not have to be ENERGY STAR rated but must submit a copy of the report (including Life Science and Mixed- Use) with verifying engineer's stamp if score is 70 or above to receive representative score. **FOR RETAIL PROPERTIES: SEE ENERGY SECTION FOR**

**RETAIL PROPERTIES:
SEE ENERGY SECTION FOR
FURTHER DETAILS.**

STATEMENT OF ENERGY PERFORMANCE 1310.L Test

Building ID: 1310.L

For 12-month Period Ending: April 30, 2012¹

Date SEP becomes available: N/A

Form No. 1000-0047

Date SEP Generated: July 12, 2012

Year

2012

Year

<div data-bbox="145 4282 187 4295" data

B. TOBY Inspection Verification Form
(Provided by your BOMA Local,
required at the regional level).
***MUST BE SIGNED BY A LOCAL
JUDGE**
***Electronic signature is
acceptable.**

10. Your Statement of Energy Performance must be signed and stamped by an engineer to receive points if the score is greater than 75, otherwise your entry will receive the baseline score of 1 point. A SEP for each building entered must be uploaded.
11. An entrant may choose to enter multiple buildings as a single entry only if the buildings are owned by the same company, managed by the same company, managed as a single entity, and are not within a suburban office park (otherwise the buildings must enter into either a Suburban Low-Rise or Suburban Mid-Rise category.) All entries must disclose whether their entry is a single building or multiple buildings under the Building Operations and Management section.
12. For any building that enters the competition at the local and regional level that may encounter a change in management and/or ownership and wins at the international level, the award will be presented to the management company/owner at the time of the original entry.

Additional Requirements for Non-U.S. Entries:

Canadian Entrants are required to obtain a BOMA BEST® Sustainable Buildings certification. Each entrant must provide a copy of the certificate or letter from BOMA Canada attesting certification is valid in the competition year.

International Entries: BOMA requests submission of as much material as possible in English. Otherwise, please email BOMA International at recognition@boma.org in advance of submission for additional information on non-English documentation or regarding any questions on energyperformance benchmarking requirements.

MANDATORY ON-SITE BUILDING INSPECTION

- In-person building inspections must take place at the local level of competition to ensure the entry meets the eligibility requirements and is registered in the correct category. A minimum score of 70% must be earned to be eligible to compete for a TOBY.
- The following mandatory items will be inspected during the building inspection:

1. Entry/Mall Lobby*	8. Central Plant/Engineering Office as applicable
2. Security/Life Safety	9. Equipment Room/Service Areas*
3. Management Office	10. Parking Facilities (if Owner/Agent Controlled)
4. Elevators*	11. Landscaping/Grounds
5. Common Corridors*	12. Trash/Refuse Area, Grease Traps, Loading Docks
6. Restrooms*	13. Roof
7. Stairwells*	14. Tenant Amenities*

- The following documentation is mandatory, where applicable, and should be made available during the inspection. Online versions are acceptable but must be available at the time of inspection at the property being inspected. Ease of navigation is essential to ensure that judges can easily and readily review:
 1. Evidence of Evacuation Drills conducted within past 12 months. NOTE: Drills can be silent if applicable.
 2. Regular Financial Reports/Accounting Software Used.
 3. Standard Operating Procedure (SOP) Manual/Documentation of Standard Operating Procedures.
 4. Purchase Policies.
 5. Grease trap maintenance records.
 6. Preventative Maintenance Manual.
 7. BOMA Building Measurement Standard Summary Sheet as proof of certification (or other pre-approved certification) as provided by a measurement consultant/architect.

Entrants should receive the signed TOBY Building Inspection Verification form from their local BOMA or affiliated international affiliate organization.

ENTRY FEES

BOMA 360 Performance Building Program Fee

BOMA 360 designation is required for each building entered at the regional and international levels of the TOBY Awards competition and must be valid through June 29 of the international competition year. Canadian applicants must submit their BOMA 360 applications by May 1, 2025 for the regional deadline of July 15, 2025.

Initial application and renewal of BOMA 360 is **\$995.00** for members and must be renewed every three years.

TOBY Local Entry Fees

A local competition fee and an additional regional fee may be applicable. Each Entrant should check with their local association concerning fees.

Regional and International TOBY Entry Fees

An entry fee of \$450 USD will be paid to BOMA international for each submission entering the TOBY regional competition. These fees will be collected once the entry has been completed and the "Submit" button has been pressed. No additional fees are collected for the international competition.

NOTE: All entries must be submitted, and fees received prior to your region's submission deadline to compete. Fees are non-refundable. Regional deadlines will be posted on <https://recognition.boma.org>.

JUDGING / DATA / DEADLINES

1. Judging will occur at local, regional, and international levels. Contact your local association's TOBY administrator for your local cycle start date to submit your entry.
2. Fees are non-refundable, due at time of entry. Entry is automatically disqualified for non-compliance.
3. Each BOMA local association may submit one building in each category to the regional competition.
4. Each BOMA region may submit one building in each category to the international competition.
5. Each regional competition must close no later than **March 31st**.
6. Each region must submit their regional winners to BOMA international by **April 15th**.
7. To be eligible to compete in TOBY, you must submit the BOMA 360 application by January 15 of each year, and BOMA 360 must be active through June 29th of the year you are competing for an international award. Canadian applicants: The BOMA 360 application must be submitted by May 1, 2025.

UNIVERSAL PORTFOLIO REQUIREMENTS

Photograph Requirements

- File Type: Hi-Resolution JPEG compressed.
- Maximum File Size: 2 MB.
- Do not use photograph collages (Only single images).

Supporting Document Requirements

- File Type: PDF, DOC, DOCX, RTF, TXT (**PDF files are preferred**).
- Maximum File Size: 5 MB.

Descriptive/Summary Text Requirements

- Maximum word count is specified for each section.
- Descriptive/summary text must be entered in the text box provided and may not be submitted as an uploaded file.
- Identify what an acronym represents at least once in each document.
- Text within required supporting documents does not count against character limits.

RECOMMENDATION

Text should be created in Word, or another similar program, and then copied and pasted into the text box. Please spell check prior to pasting it into the text box. Also, confirm that the copied text can be fully viewed online. If not, reduce the characters to fit the requirements.

PORTFOLIO SPECIFICATIONS

The following information must be provided electronically using BOMA International's 360/TOBY portal at <https://recognition.boma.org> to be considered for both the regional and international competitions. Strict adherence to the portfolio specifications listed herein is **required**.

Local entries must check with your BOMA local association for local submission requirements.

NOTE: Each section is limited to a specified number of words. All entrants are encouraged to save and review their entries before submitting to ensure that all text/content is captured in the entry.

SUBMISSION REQUIREMENTS	
SECTION	POINTS
SECTION 0: BUILDING INFORMATION	0
Building Details: Enter the following information in the TOBY portal section: a. Number of floors in the building. b. BOMA Certified Total Building Area Square Footage. c. BOMA Certified Office Rentable Area Square Footage. d. Other Certified Rentable Area Square Footage (where applicable) such as lab space, retail space, other mixed or multi-use areas. e. Year Constructed or Open.	
0.1 Building Description Provide a summary of the physical description of the building(s), property and location. Maximum of 350 words	
Attach the following: 0.2 - TOBY Inspection Verification Form provided by local BOMA association and signed by a local TOBY judge. Mandatory at the regional level. This is a mandatory requirement, and the applicant will be disqualified if it is not uploaded for the regional competition.	
0.3 Attach the following photographs of your building(s): (Upload and save each photo separately) No collages or text allowed. a. 2 Front Exterior of the building(s). b. 1 Rear Exterior of the building(s). c. 2 Interior (Public Areas). d. 2 Examples of signage; 1 exterior monument or pylon and 1 wayfinding, if applicable. e. 2 Additional photographs, the subject matter of which is the entrant's choice.	
0.4 Attach the following Awards Ceremony Photographs: a. In addition to the competition photos, all regional and international entrants must upload one high-resolution (minimum 300 dpi, 1,500 pixels wide or larger) color JPEG (JPG) of the building's exterior for display at the awards ceremonies.	

<p>b. Also, a photograph (JPEG) of the management team (minimum 300 dpi, 750 pixels wide or larger) responsible for daily management of the building(s) is required.</p> <p>Total of 11 attachments required</p>	
<p>SECTION 1: BUILDING OPERATIONS & MANAGEMENT 5</p> <p>This section is designed to provide the reader with an overview of the building(s) and property since the judging at the regional and international levels does not include a physical inspection of the building(s) and property. If an item does not apply, indicate that with an N/A.</p> <p>1.1 Describe each of the following:</p> <ul style="list-style-type: none"> a. Number of Public Entrances and their physical characteristics. b. Public Area Standard Finishes. c. Restroom Standard Finishes, if open to the public. d. Customer Service/Concierge Facilities. e. Utility Distribution. f. Elevators and/or Escalators and/or Moving Walks, Lifts, etc., if applicable. g. HVAC Distribution System (Description of tenant and public areas units). h. Fire Life Safety Systems. i. Loading Dock & Back of House Tenant Receiving Areas. j. Parking. k. Emergency Generator/Back Up Power. l. Signage and Wayfinding. m. Multiple Uses (where applicable). n. Certifications and/or awards that have been achieved. o. Ceiling height, weight loads, truck/rail access, bay areas, design flexibility, and other building standards that will help the judges review your entry. <p>Maximum of 2,000 words</p>	
<p>1.2 Attach the following:</p> <ul style="list-style-type: none"> a. Floor plans of your building showing the main entrance or sample store entrance and two additional plans showing entire retail center and a store lay-out. b. Site plan or an aerial photograph. Aerial photograph should show the building(s) and property/boundary lines. c. Copy of any certifications and/or awards that have been achieved. (Optional) <p>Note: Please combine multiple documents into a single attachment if necessary.</p> <p>Total of 2 attachments required (Up to 3 attachments allowed)</p>	
<p>SECTION 2: LIFE SAFETY/SECURITY/RISK MANAGEMENT 15</p> <p>Describe the following:</p> <p>2.1 - Life Safety</p> <ul style="list-style-type: none"> • Procedures and programs in place for fire/life safety and disaster preparedness. • Training for property management, staff, and tenants, for each life safety policy. • If you work with local first responders and conduct live training, explain how this is accomplished. 	

<ul style="list-style-type: none"> • Types of drills conducted (fire, active shooter, etc.), how they are documented and communicated. • Summarize your business continuity plan, including recovery procedures. <p>2.2 – Security</p> <ul style="list-style-type: none"> • Security standards, policies and procedures. • Training for property management, staff, and tenants. <p>2.3 – Risk Management</p> <ul style="list-style-type: none"> • Monitoring and controlling activities in common areas. • Building access and entry control, especially during non-business/non-peak hours. • Other risk management programs. <p>NOTE - Life Science Entrants: Describe procedures for insuring tenant compliance with chemical control areas and hazardous waste reporting.</p> <p>Maximum of 2,000 words</p>	
SECTION 3: TRAINING AND EDUCATION	15
<p>NOTE: Training for building personnel can be conducted virtually via online courses rather than by in-house training, classroom training or staff meetings. Participation in BOMA-sponsored event may also be virtual.</p> <p>Describe the following for EACH management team member:</p> <p>3.1 – Training</p> <ul style="list-style-type: none"> • On-going training programs including seminars and in-house training. • Prior year and current year training and any future training plans and goals. • Training for both on-site and off-site team members dedicated to the property. <p>3.2 – Education and BOMA Participation</p> <ul style="list-style-type: none"> • Management team participation in BOMA-sponsored (local, regional, or international) educational events or international affiliate-sponsored events within the last 12 months (if applicable). • Designations, participation in professional organizations, awards and recognitions received. • Continuing Education: BOMA designation continuing education completed, real estate licensing continuing education completed, etc. (include courses and hours completed). <p>3.3 – Team Building</p> <ul style="list-style-type: none"> • Describe team building activities which may include staff meetings, joint education, BOMA events, other events, etc. <p>Maximum of 1,800 words</p>	
<p>Attach the following:</p> <p>3.6 – Organization Chart for property personnel.</p> <p>Total of 1 attachment required</p>	

SECTION 4: ENERGY

20

IMPORTANT: All Entrants from all countries (where applicable) are required to utilize the ENERGY STAR Portfolio Manager to measure their current rating in ENERGY STAR and provide the Statement of Energy Performance report generated from ENERGY STAR® covering any 12-month period between June 30, 2023 and March 31, 2026 (stamped by a verifying engineer IF THE SCORE IS 75 OR GREATER.to receive representative points).

Entrants that do not complete this step will not be eligible to compete at the regional or international level.

Canadian Entrants must also provide the BOMA BEST certificate or letter.

Complete the following:

4.1. Benchmarking and Performance Rating (6 Points)

ENERGY STAR Score

Entrants will be scored based on their ENERGY STAR SEP score generated within the last 12 months:

- Score < 70: 0 Points
- Score 70-74: 1 Point
- Score 75-79: 2 Points
- Score 80-84: 3 Points
- Score 85-89: 4 Points
- Score 90-94: 5 Points
- Score 95 or higher: 6 Points

* For multiple buildings, use weighted average by square footage and provide analysis for the score.

NOTE: Verifying engineer's signature and stamp is required for scores 75 or greater. SEPs without stamps will receive 1 point regardless of score shown on SEP.

NOTE: For Retail, benchmarking a building in Energy Star Portfolio Manager, mandatory for the regional and international levels, requires selecting the Enclosed Mall or Other Mall categories. A SCORE WILL NOT BE GENERATED, but an energy use intensity ($kBtu/ft^2$ or $ekWh/ft^2$) will be produced that can be used to benchmark against industry standards and monitor improvement. The Statement of Energy Performance (SEP) will show an N/A for the score but will include the energy use intensity data. **Retail properties will receive a score of 3 points for benchmarking and uploading the SEP. An additional point is given for an architect/engineer's stamp.**

Describe the following:

4.2 - Describe ENERGY STAR score and efforts to increase the score, both historic and future (3 Points)

4.3 - Building Staff/Tenant Education (2 Points)

- a. Describe any programs in place to educate building operations staff, property managers, engineers, leasing agents, and other personnel such as tenants about the importance of and methods for conservation. Building staff/tenant education can be conducted virtually via online courses rather than by in-house training, classroom training, or staff meetings. This may include encouraging or requiring

<p>participation in the BOMA Energy Efficiency Program, ENERGY STAR training sessions, BOMA BEST Practices, pursuing industry certification and professional development programs.</p> <p>4.4 - Building Operations and Maintenance (3 Points)</p> <p>a. Describe your building maintenance procedures and how they contribute to energy conservation. This should include the following as well as any additional procedures followed:</p> <ul style="list-style-type: none"> i. Preventative maintenance programs. ii. System documentation including reporting, annual testing results, etc. iii. Equipment and system performance monitoring. iv. Sensor and control calibration. <p>4.5 - Energy Performance Results (3 Points)</p> <p>a. Describe the steps taken to improve the energy performance of your building over the last three years.</p> <p>4.6 - Building EMS Monitoring (3 Points)</p> <p>a. Describe the Energy Management System (EMS) in place in your building and the degree to which you use it to reduce the building's energy consumption. Provide measurable results demonstrating reduction in energy and improved performance.</p> <p>Maximum of 2,000 words</p>	
<p>4.7 Attach the following:</p> <p>a. 1 ENERGY STAR Statement of Energy Performance (SEP) – Must be an official ENERGY STAR SEP; failure to provide will result in disqualification at the regional and international levels. THE SEP must be stamped by an engineer if the score is greater than 75. Retail properties providing the SEP will receive the minimum point total of 3; SEP with architect/engineer's stamp will receive 4 points regardless of score.</p> <p>b. Canadian Entrants must also provide the BOMA BEST certificate or letter.</p> <p>c. Charts or graphs outlining results. (Optional)</p> <p>1 attachment required; 2 attachments required for Canadian Entrants; 1 Optional attachment</p>	
<p>SECTION 5: ENVIRONMENTAL/SUSTAINABILITY/HEALTH & WELLNESS</p>	15
<p>Describe the following:</p> <p>5.1 Environmental (4 Points)</p> <p>a. Describe the policies and procedures in place at the building. This may include accessibility for people with disabilities, indoor air quality management and testing, storage tank management, generator testing and management, hazardous waste management, asbestos management, refrigerant management and legionella testing and management, emergency clean up, blood-borne pathogen program, pandemic preparedness, and tenant environmental management and compliance.</p> <p>b. Provide the building's exterior maintenance plan, including recaulking, window washing, pressure washing, etc., green programs affecting IAQ and/or any other environmental management programs.</p> <p>c. Please include any additional environmental and regulatory policies and procedures not mentioned above that are being followed.</p> <p>5.2 Sustainability (3 Points)</p>	

<p>a. Describe the policies and procedures in place at the building. This may include storm water management, green friendly landscape management, integrated pest control management, green cleaning, green purchasing policy, exterior building maintenance management plan, waste management and recycling, lamp disposal, water reduction and management and traffic reduction initiatives. Please include any additional sustainable policies and procedures not mentioned above that are being followed.</p> <p>5.3 Waste (4 Points)</p> <p>a. Describe your building's waste reduction management work plan and source separation program.</p> <p>b. When applicable include:</p> <ul style="list-style-type: none"> i. Collection of organic waste. ii. Collection of recycled paper, metal cans, glass, plastic containers, and cardboard, lamp recycling, plus any other recyclables. iii. Facilities diversion or capture rate. iv. Educational training for occupants, custodians, and general public. v. Organizational statement for continuous improvement in the reduction and diversion of waste streams. vi. Address the prevention, diversion, and management of solid waste generated as a result of day-to-day activities and infrequent events. vii. Future plans to increase recycling levels, including organics composting to reduce the waste generated. <p>5.4 Health & Wellness (4 Points)</p> <p>a. Describe policies implemented to create healthy work environments for employees and tenants and to promote health in the community.</p> <p>b. Describe wellness amenities available to one or all the stakeholders, such as rest areas, access to outdoor spaces, drinking water provisions, walking trails, fitness areas, immunization clinics, access to farmers markets, shared gardens, etc.</p> <p>c. Describe building features that address the health and wellbeing of the stakeholders such as daylight levels, biophilic design features, lighting controls, glare controls, user comfort controls, smoking policy, acoustic conditions, etc.</p> <p>d. Describe your pandemic plan. Examples include enhanced cleaning, disinfecting and maintenance protocol, PPE Guidelines, employee training, escalation protocols, communication of plan, etc.</p> <p>Maximum of 3,000 words</p>	
<p>SECTION 6: TENANT/OCCUPANT RELATIONS AND COMMUNITY INVOLVEMENT</p> <p>NOTE: Entrants should focus on amenities made available to the community as a result of the property and describe amenities open to the public to utilize. Demonstrate the building management or staff participation in community involvement and enrichment.</p>	30
<p>Describe the following:</p> <p>6.1 Tenant and Occupant Relations (15 Points)</p> <p>a. Tenant Relations efforts and/or programs sponsored by building management within the last 12 months.</p> <p>b. The building's work management system for responding to tenant maintenance issues, as well as any ongoing programs for informing tenants of building operation problems.</p>	

<ul style="list-style-type: none"> c. Tenant amenities available such as health facilities, child play area, seating areas, EV chargers, and food service. d. Indicate if tenant satisfaction surveys were conducted including the frequency and the date the last survey was last completed and actions management took to share results and alleviate concerns and/or problems. 	
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6.2 Community Involvement (15 Points)

- a. The building management's impact on the community. For example, jobs provided (as a direct result of the building's existence), amenities to the community or the corporate environment (parks, blood drives, special events, etc.), health and wellness initiatives, tax impact (provide special assessments for roads, sewers, other transportation improvements etc.), community recognition awards, and acknowledgement letters and roads, and other transportation improvements. If the impact can be quantified as additional income for the community or charitable event or has some type of savings associated with the impact, please describe. When describing the current year's events, please note programs and how long they have been in place.
- b. Describe how the building management's efforts in this area have helped make the property a benefit to the local community. Only include corporate donations/activities if the entrant can describe how the onsite management team personally participated or how it affected the property.
- c. Describe activity such as participation in advocacy days, and/or meetings or correspondence with elected officials and/or regulatory agencies on matters of industry importance. Activities must be within the past 12 months. Include the date of the activity.
- d. Describe building-sponsored issues forum or town-hall-type meetings at the property within the past 12 months OR at least one (1) planned or unplanned event in cooperation with municipal departments, such as the police department, fire department, special improvement districts, and public works. Include the date of the activity.

Maximum of 4,000 words

6.3 Attach the following:

- a. 3 Appreciation letters or appreciation e-mail communication from the tenant or public.
- b. 1 Newsletter or other communication, including screen shots of information posted on a property app, outlining list of tenant and community events and building-specific news.
- c. 1 Copy of tenant/occupant survey (*if applicable*).
- d. 1 Tenant communications example from the property management team.
- e. 3 Photographs reflecting the events being described.
- f. 1 Table of contents from the tenant manual. (*Do not include the entire manual or photograph collages—only single images*).
- g. 3 Attachments reflecting the community events being described such as posters, flyers, newsletters, and charity acknowledgement letters.

Total of 13 attachments required TOTAL 13 attachments

SECTION 7: MARKETING, BRANDING AND CUSTOMER EXPERIENCE

10

Successful marketing and branding of a Retail Building creates competitive advantage, and helps cement loyalty and creates synergies, within the community within which it trades. Retail building retailers and customers are now using a

<p><i>multichannel approach to communicate, promote and share their shopping experiences.</i></p>	
<p>Describe the following:</p> <p>7.1 - Describe all the proactive efforts on the part of management working with Tenants to implement an effective communication strategy for the Retail Building to both position the center effectively as well as to improve customer service. Each entrant may provide up to 3 examples of marketing and branding campaigns and how these were implemented, monitored and their effectiveness evaluated. The overall shopping experience provided for consumers has become an important factor for the ongoing success of the shopping center. There should be a continued focus on identifying the important needs and expectations of shoppers and delivering service levels that go above and beyond what is typically offered in the marketplace, through active management of the Retail Building environment.</p> <p>Marketing, Branding and Customer Experience</p> <p>7.2 - Marketing and Branding –where applicable (5 of 10 Points)</p> <ol style="list-style-type: none"> Website detailing all stores, facilities and events. Ongoing market research to provide frequent consumer feedback about brand awareness and image conveyed (last 2 years). Brand maintenance by adopting multi-faceted communication and customer contact methods (i.e., email blasts, media advertising, etc.). Analysis of footfall into the center and into key stores. Social media program/ seasonalevents/ customer loyalty programs. Sponsorship activity – play areas, signage, seasonal programming and events. <p>7.3 - Customer Experience - where applicable (5 of 10 Points)</p> <ol style="list-style-type: none"> Undertake regular research to understand the changing needs of your consumers (focus groups, mystery shopping, social media monitoring). Do you have a system that encourages and rewards the achievement of superior customer service? Efficient management of foot traffic into the mall and parking facilities. Effective zoning of tenant mix offering multiple choices and satisfying needs. Does all management staff embrace a service culture and share responsibility for customer service? Are the needs of families considered and appropriate facilities provided? Is technology available to enhance the shopping experience i.e., WIFI, music, digital or interactive signage. Industry/Community awards or recognition demonstrating superior customer shopping experience. 	
<p>Maximum 1,800 words</p>	
<p>Attach the following:</p> <p>7.4 - 3 examples of marketing and branding campaigns and how these were implemented, monitored and their effectiveness evaluated. (Optional).</p> <p>Maximum 3 attachments allowed</p>	

***** END OF APPLICATION *****

SUBMITTED CONTENT

Building Registration Information and the Building Description may be used in Awards Program materials and with the media. Photographs may be used, with attribution, in Awards Program materials, with the media and in other BOMA International materials. All other content may be used by BOMA International in

the creation of new industry materials. BOMA International will not include identifying information, such as building name, owner, etc., in these materials without the entrant's consent.

Building Owners and Managers Association (BOMA) International

The Building Owners and Managers Association (BOMA) International is a federation of U.S. associations international affiliates. Founded in 1907, BOMA represents the owners and managers of all commercial property types including nearly 10 billion square feet of U.S. office space that supports 3.7 million jobs and contributes \$205 billion to the U.S. GDP. Its mission is to advance the interests of the entire commercial real estate industry through advocacy, education, research, standards and information. Find BOMA online at www.boma.org.

BOMA International • 1101 15th Street NW, Suite 800 • Washington, DC 20005 • 202-326-6300 •
<https://recognition.boma.org>



For information, questions, clarifications or if you require additional assistance, please email recognition@boma.org.

