

OMA

R D



2024 CRITERIA THE OUTSTANDING BUILDING OF THE YEAR (TOBY) AWARDS

RETAIL CATEGORIES:

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

PROGRAM, CATEGORY, AND COMPETITION INFORMATION

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, one to multiple levels in height with a minimum of 50 percent occupancy. The anchor ratio must be at least 25 percent and the property must contain at least one anchor retailer (Grocery, Fashion, Department Store, etc.). The entry may consist of neighborhood centers (30,000 – 150,000 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.

NOTE: At-Large entries, entries that are outside the jurisdiction of a local association, must submit their portfolio directly to their region using BOMA International's 360/TOBY Portal at <u>https://recognition.boma.org</u> for regional judging and must notify their regional awards chair of their intention to compete.

- 2. 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).
- 3. 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.
- 4. 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 2022 are not eligible to compete until 2027 and awarded in 2028). 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 2020 are not eligible to compete until 2025 and awarded in 2026).
- 5. The building must be occupied for at least one full year from the date of occupancy of the first tenant by **June 15**, **2022** with a minimum of 12 months of building operations.
- 6. Each building may only enter in one category.
- 7. <u>U.S. Entrants</u> with Retail buildings are <u>not required</u> to be **ENERGY STAR**[®] Benchmarked or share data via the Energy Star Portfolio Manager. However, it is optional if entrants would like to include that information.

<u>Canadian Entrants</u> are required to obtain a **BOMA BEST**[®] certification at the regional level. However, entrants do not have to provide a copy of the certification at the International level. **<u>European Entrants</u>** are <u>not required</u> to obtain a BREEAM Award from BREEAM (BRE Environmental Assessment Method). However, if you would like to, you may provide documentation that indicates your BREEAM score during the current year.

<u>Other International Entrants</u> should contact BOMA International regarding any questions on energy performance benchmarking requirements.

- 8. 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, and the buildings are managed as a single entity and not within a suburban office park. All entries must disclose whether their entry is a single building or multiple buildings under the Building Standards section.
- 9. 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.
- 10. All buildings competing at the Regional and International level must be BOMA 360-designated.

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. Entr<mark>y/Mail Lobby*</mark>
 - 2. Security/Life Safety
 - 3. Management Office*
 - 4. Elevators*
 - 5. Multi-Tenant Corridors*
 - 6. Restrooms*
 - 7. Stairwells*

- 8. Central Plant/Engineering Office
- 9. Equipment Room/Service Areas*
- 10. Parking Fa<mark>cilitie</mark>s (if <mark>Ow</mark>ner/Ag<mark>en</mark>t Operated)
- 11. Landscaping/Grounds
- 12. Trash/Refuse Removal and Loading Docks
- 13. Roof
- 14. Tenant Amenities*

*Open Air Retail where applicable

- The following documentation is mandatory where applicable and should be made available. 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 the past 12 months. NOTE: Drills can be silent if applicable. (Open Air Retail If not, evidence of policies and procedures sent to all tenants within the past 12 months with tenant sign-off.)
 - 2. Preventative Maintenance Manual
 - 3. SOP Manual/Documentation of Standard Operating Procedures
 - 4. Regular Financial Reports/Accounting Software Used
 - 5. Purchase Policies (Basic Principles)
- Entrants should receive TOBY Building Inspection Verification form from their local BOMA or affiliated International affiliate organization.

ENTRY FEES

TOBY Local Entry Fees

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

BOMA 360 Performance Building Program Fee

BOMA 360 designation is required at the Regional and International levels of the TOBY Awards competition and must be valid through June of the year in which they are competing (06/30/24 for 2024).

Initial application and renewal of BOMA 360 is **\$850.00** for members and must be renewed every three years.

Regional and International TOBY Entry Fees

A total of \$450 USD in entry fees 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 in order 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.
- Fees are non-refundable, due at time of entry. Entry is automatically disqualified for noncompliance.
- 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.
- Each region must submit their regional winners to BOMA International by <u>April 15th.</u>
- 7. Judging at the International level will occur in April and May and the TOBY Awards will be presented during the BOMA International Conference held in June or July.
- 8. Updated Entry Requirements will be presented during or prior to the BOMA International Conference.
- BOMA International's 360/TOBY Portal at <u>https://recognition.boma.org</u> will begin accepting entries for each new season approximately one month after the close of the BOMA International Conference. Check the 360/TOBY Portal for specific dates.

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
- Maximum File Size: 5 MB

Descriptive/Summary Text Requirements

• Maximum word count is specified for each section

NOTE:

- 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 amount 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
BUILDING INFORMATION	0
Building Description	
Provide a summary of the physical description of the building(s), property and location.	
Provide the following:	
1. Building Name or Names if multiple buildings are being entered as a single entry	
2. Number of Floors	
3. Floor Plate Square Footage	
4. Total Building Square Footage	
5. Retail Area Square Footage	
6. Office Area Square Footage	
7. Other Area Square Footage (if applicable)	
8. Exterior Building Description (type of facade, windows, roof etc.)	
Maximum of 350 words	
Attach the following:	
Provide the following photographs of your building(s):	

 1 Front Exterior of the building(s) 1 Rear Exterior of the building(s) 1 Interior (Public Areas) 1 Example of Signage 2 Additional photographs, the subject matter of which is the entrant's choice 	
Awards Ceremony Photograph:	
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.	
Also, a ph <mark>ot</mark> ograph (JPEG) of the management team (minimum 300 dpi, 750 pixels wide or larger) responsible for daily management of the building(s) is required.	
Total of 8 attachments required	
SECTION 1: BUILDING OPERATIONS & MANAGEMENT	5
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. Describe each of the following:	
 Number of Public Entrances and their physical characteristics* Public Area Standard Finishes Restroom Standard Finishes* Customer Service/Concierge Facilities* Utility Distribution Elevators and/or Escalators and/or Moving Walks, Lifts, etc.* HVAC Distribution System (Description of tenant and public areas units) Fire Life Safety Systems Loading Dock & Back of House Tenant Receiving Areas* Parking Emergency Generator/Back Up Power* Signage and Wayfinding Multiple Uses (where applicable) Certifications and/or awards that have been achieved that are not related to ENERGY STAR ®, BOMA BEST, or BREEAM Ceiling height, weight loads, truck/rail access, bay areas, design flexibility, and other building standards that will help the judges review your entry 	S
* Open Air Retail – where applicable <i>Maximum of 2,000 words</i>	
Attach the following:	
 Full floor plans, with tenant layouts, showing all areas of your building (Attachment #1) 	

2. Site plan or an aerial photograph. Aerial photograph should show the building(s)	
and property/boundary lines. (Attachment #2)	
3. Documentation of BOMA floor measurement standard-type used in section of	
lease where the BOMA floor measurement standard is referenced, or other	
documentation, such as a sample lease document or calculations referencing	
the BOMA office standard. If not using BOMA standard, please list which	
standard is being used. (Attachment #3)	
4. Copy of any certifications and/or awards that have been achieved that are not	
related to ENERGY STAR ®, BOMA BEST, or BREEAM (Attachment #4)	
5. TOBY Inspection Verification (provided by your local BOMA Association)	
(Attachment #5)	
Note: Please combine multiple documents into a single attachment if necessary. Total of 5 attachments required	
SECTION 2: LIFE SAFETY/SECURITY/RISK MANAGEMENT	15
Describe the following:	
1. Procedures and programs for life safety, fire, disaster, and security standards.	
2. Training for property management, staff, and tenants as well as recovery	
procedures. If you work with local first responders and conduct live training,	
explain how this is accomplished.	
3. Summary about your business continuity plan and if drills are conducted how	
th <mark>ey</mark> are documented and communicated. *	
4. Fire and evacuation drills are conducted, how often and when. (Open Air Retail –	
If not, evidence of policies and procedures sent to all tenants within the past 12	
months with tenant sign-off.)	
* Open Air Retail – where applicable	
Maximum of 1,800 words	
Attach the following:	
1. Table of contents of your emergency preventions and conjuity standards	
 Table of contents of your emergency preparedness and security standards manual(a) 	
manual(s). 2. AED policy or equivalent	
 Copy of ADA plan (if applicable in your jurisdiction) Reference of access control and surveillance systems in the building. How does 	
,	
the building control entry into the building, especially during non-business/non-	
peak hour? Explain how the building monitors activities in common areas. It is	
not necessary to include an entire policy manual on how this is handled.	
Total of 4 attachments required (up to 5 attachments allowed)	
SECTION 3: TRAINING AND EDUCATION	15

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 be virtual, as well.	
Describe the following:	
 On-going training programs for building personnel including seminars, in-house training and continuing education completed as well as designations, participation in professional organizations and team building and how this is managed for all personnel. Detail prior year and current year training, plus future plans. Management team participation in at least one BOMA-sponsored (local, regional or International) event or International affiliate sponsored event within the last 12 months (if applicable). 	
 Training for both on-site and off-site building personnel dedicated to the property. List of any management team industry certifications, degrees or industry training 	
Maximum of 1,800 words	
SECTION 4: ENERGY	20
NOTE: It is not necessary for Retail Entrants to benchmark their energy performance using ENERGY STAR [®] at <u>when ENERGY STAR app</u> , BOMA BEST, BREEAM or any other International equivalent program as approved by BOMA International.	
Describe the following:	
 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 energy 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 participation in the BOMA Energy Efficiency Program, ENERGY STAR® training sessions, BOMA BEST Practices, and pursuing industry certification and professional development programs. (5 of 20 points) Describe your building maintenance procedures and how they contribute to energy conservation. This should include the following as well as any additional procedures followed (10 of 20 Points): Preventative maintenance programs 	
 b. System documentation c. Equipment and system performance monitoring d. Sensor and control calibration 3. Describe the steps taken to improve the energy performance of your building over the last three years (2 of 20 Points). 4. 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 a reduction in energy and improved performance. (3 of 20 points) 	S
Attach the following:	
Statement of Energy Performance and/or BOMA BEST® Certificate or Official Letter from EPA or ENERGY STAR® Certificate of Achievement received within the past 24 months	

and/or approved comparable energy rating verification (for buildings outside continental U.S.)	
Up to 1 attachment allowed – Optional	
SECTION 5: ENVIRONMENTAL/SUSTAINABILITY/HEALTH & WELLNESS	15
Describe the following:	
Describe a minimum of 7 programs of which at least 3 should be related to Environmental and Regulatory and at least 3 related to Sustainability and then describe your waste management plan.	
 Environmental & Regulatory – 4 of 15 Points Describe the policies and procedures in place at the building. This may include accessibility for disabled tenants and visitors, indoor air quality management and testing, storage tank management, generator testing and management, hazardous waste management, asbestos management, emergency clean up, blood borne pathogen program, pandemic preparedness and tenant environmental management and compliance. Provide documentation of buildings waste management plan, recycling policies and building's exterior maintenance plan, including re-caulking, window washing, pressure washing, etc., green programs and/or any other environmental management programs * Please include any additional environmental and regulatory policies and procedures not mentioned above that are being followed. 	
* Open Air Retail – where applicable.	
 2. Sustainability – 3 of 15 Points 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. b) When describing these policies and procedures explain if they are mandated by local, state and/or federal compliance or other. If these programs are not 	
mandated, explain the purpose for implementing.	
* Open Air Retail – where applicable.	
 3. Waste - 4 of 15 Points a) Describe your building's waste reduction work plan and source separation program. b) Where applicable include: Collection of organic wastepaper, metal cans, glass, plastic containers and cardboard Facilities diversion rate Educational training for occupants, custodians and general public Organizational statement for continuous improvement in reduction and diversion of waste streams 	

	Address the provention diversion and management of solid wests	
	 Address the prevention, diversion, and management of solid waste generated as a result of day-to-day activities and infrequent events 	
	 Future plans to increase recycling levels and reduce the waste 	
	generated	
	generated	
	Health & Wellness – 4 of 15 Points	
a)		
(a)	work environments for employees and tenants and to promote sustainable	
	communities.	
b)	Describe at least three 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.	
c)	Describe building features that address the health and wellbeing of the	
	st <mark>ak</mark> eholders such as daylight levels, lighting controls, glare controls, user	
	comfort controls, smoking policy, acoustic conditions, etc.	
d)		
	keep in place to reduce contagious disease transmissions. Examples include	
	hand hygiene standards, heath promotion signage, infectious disease plan	
	response guidelines, contagious disease outbreak preparedness plan, enhanced	
	cleaning, disinfecting and maintenance protocol, PPE Guidelines, etc.	
Maxim	um of 2,250 words	
Attach	th <mark>e following:</mark>	
1	Documentation of waste management plan – TOC or other	
2.	- ·	
۷.	(optional)	
3.	Sustainable Policies – TOC or other (optional)	
	Waste audit (optional)	
5.	Other	
Total	of 1 attachment required (up to 5 attachments allowed)	
TOLAT		
SEC.	TION 6: TENANT/OCCUPANT RELATIONS AND	30
	MUNITY INVOLVEMENT	
	be the following:	
	$\wedge \wedge $	
Tenant	and Occupant Relations (15 of 30 points)	
a)	Tenant Relations efforts and/or programs sponsored by building management	
	within the last 12 months.	
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.	
	Tenant amenities available such as health facilities, childcare, 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	
Comm	share results and alleviate concerns and/or problems.	
	unity Involvement (15 of 30 points) The building management's impact on the community. For example: jobs provided	
~ `	The building management's impact on the community. For example, jobs provided	
a)		
a)	(as a direct result of the building's existence), amenities to the community or the	
a)		

 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) 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 entrant can describe how the onsite management team personally participated or how it affected the property. 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.	
Maximum of 1,800 words	
 Attach the following: 3 samples appreciation letters from the tenant or public 2 newsletters 1 copy of tenant/occupant survey (if applicable) 1 tenant communications piece from the property management team 3 photographs reflecting the events being described 1 table of contents from the tenant manual. (Do not include the entire manual or photograph collages—only single images.) Total of 13 Attachments Required 1 Optional – TOTAL 14 Attachments 	
SECTION 7: MARKETING, BRANDING AND CUSTOMER EXPERIENCE 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 multichannel approach to communicate, promote and share their shopping experiences.	10
Describe the following:	
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.	S
Judges Scoring Guide-Site Visit Marketing, Branding and Customer Experience	
 Marketing and Branding — where applicable (5 of 10 Points) a) Website detailing all stores, facilities and events b) Ongoing market research to provide frequent consumer feedback about brand awareness and image conveyed (last 2 years) 	

c) Brand maintenance by adopting multi-faceted communication and customer		
contact		
d) methods (i.e., email, Facebook, Twitter, Instagram)		
 Analysis of footfall into the centre and into key stores 		
f) Social media program/ seasonalevents/ customer loyalty programs		
Customer Experience - where applicable (5 of 10 Points)		
 a) Undertake regular research to understand the changing needs of your consumers (focus groups, mystery shopping, social media monitoring) (last years) 	2	
b) Do you have a system that encourages and rewards the achievement of superior customer service?		
c) Efficient management of foot traffic into the mall and parking facilities.		
d) Effective zoning of tenant mix offering multiple choices and satisfying needs.		
 e) Does all management staff embrace a service culture and share responsibility for customer service? 		
f) Are the needs of families considered and appropriate facilities provided?		
g) Is technology available to enhance the shopping experience i.e., WIFI		
 Industry/Community awards or recognition demonstrating superior customer shopping experience. 		
Maximum 1800 words		
Attach the following:		
1. 3 examples of marketing and branding campaigns and how these were		
implemented, monitored and their effectiveness evaluated. (Optional)		
Maximum 3 attachments allowed		

* * * * 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 87 BOMA U.S. associations and 18 BOMA 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 recongition@boma.org.

