

# 2024

# TOBY AWARDS GUIDEBOOK

## RETAIL BUILDING



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# General Information

## Introduction

Since 1987, BOMA BC's Awards of Excellence Program has set the standard for commercial real estate excellence, celebrating exceptional buildings and their management teams.

The Outstanding Building of the Year (TOBY®) Awards is the most prestigious and comprehensive program of its kind in the commercial real estate industry. During the competition, all facets of a building's operations are thoroughly evaluated. Entries are judged on everything from community involvement to environmental and sustainability management. All entries will be subject to the online document review process, however only applications meeting the minimum requirement of 70% will proceed onto the judges site visit process.

All entrants must be BOMA BEST certified and are subject to an on-site building inspection by the judges. **\*New for 2024:** A BOMA 360 certification is required for those applying for any TOBY awards at the National and International level. BOMA BC is waiving the BOMA 360 certification requirement for our local awards however, BOMA 360 certification is required at the National and International level.

If you are a winner or intend on moving onto the National level, please ensure you have your BOMA 360 certification completed prior to

July 15<sup>th</sup>, 2024. We are happy to share the national guidebooks for further assistance.

If you have any questions about your eligibility, the BOMA 360 Certification or the awards process, please contact [Kiomi Lutz](mailto:Kiomi.Lutz@boma.org) or visit: <https://recognition.boma.org/>

## Important Dates

February 15, 2024	Access to TOBY Portal
March 1, 2024	Deadline for Expression of Interest
March 15, 2024	Deadline for submissions
May 23, 2024	BOMA BC Awards Gala
July 15, 2024	Deadline for submissions to BOMA Canada
September 25, 2024	National BOMA Awards Gala at BOMEX in Vancouver

## How to register

1. Complete a one page application form accessed at:  
<https://www.boma.bc.ca/media/177885/toby-entry-form-2024-v2.pdf>

Deadline for expression of interest form is Friday March 1, 2024.

Deadline for full submissions is EOD Friday March 15<sup>th</sup>, 2024.

2. After a completed registration is submitted, you will receive notification and an email with instructions for next steps.
3. The applicant must complete their full submission in accordance with the rules and entry requirements outlined in this guidebook.
4. The completed submission (including applicable attachments) must be uploaded directly to the BOMA International TOBY portal <https://toby.boma.org>. Access to the TOBY portal will be granted on **February 15, 2024**.

Note: Instructions for portal usage will be emailed to each applicant.

## Fees

1. BOMA BC Registration Fee: \$500 + GST per submission/building  
  
Cheques payable to:  
**BOMA BC**  
2200 – 555 West Hastings Street  
Vancouver, BC V6B 4N6
2. \$50 USD one-time data submission fee payable to BOMA International, for use of the TOBY online awards portal. Paid online at the time of using the portal.

3. BOMA International membership is required for access to the TOBY portal. A membership fee of \$140.00 will be required. Please contact [Kiomi Lutz](#) to register for membership if you aren't already a BOMA International Member.

All fees are non-refundable.

## Category Description

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 and may be one or multiple levels in height with a minimum of 50% occupancy.

The anchor ratio must be at least 25% and the property must contain at least one anchor retailer (grocery, fashion, department store, etc.).

The entry may consist of neighborhood centers (30,000 to 150,000 sq.ft.), community centers (100,000 to 400,000 sq.ft.), power centers (250,000 to 600,000 sq.ft.), regional shopping centers (400,000 to 800,000 sq.ft.) or super regional shopping centers (800,000 plus sq.ft.). No minimum office area is required.

### Categories:

- A) Enclosed Mall
  - Under 1 Million sq. ft.
  - Over 1 Million sq. ft.
- B) Open Air / Strip Mall (where there is no indoor common space, and stores may be unconnected or attached in a strip or row)

# Eligibility

## TOBY (The Outstanding Building of the year)

The TOBY is awarded to the top scoring property (minimum 70% score) within their building category.

BOMA BC TOBY Award winners are eligible to enter and compete in categories as stipulated at the National level, provided they meet the National eligibility requirements. National award winners may be eligible to move forward to the BOMA International Awards program, within the represented categories available.

## Eligibility (General)

- The building may be entered in only one category and must be owned or managed by a BOMA BC member that is directly responsible or accountable for the property being entered.
- The building must have been occupied for at least one full year from the date of occupancy of the first tenant by February 28, 2024, with a minimum of 12 months of building operations.
- All categories must be at least 50% occupied as of February 28, 2024 (evidence of documentation of occupancy).
- Owned and managed by present incumbent (Owner Company/Management Company) for at least 1 year prior to the time of submission deadline with 12 months of building operations.

- All entrants are required to obtain a BOMA BEST certification. A copy of a valid BOMA BEST certification and/or office BOMA BEST letter must be available during your onsite inspection by the BOMA BC judges. Omission of BOMA BEST certificate will result in automatic disqualification.
- **NEW\*:** BOMA 360 Certification is required for all entrants intending to compete at the National or International Levels.
- **NEW\*:** TOBY applicants are now eligible to compete every year. Local or National TOBY winners are also eligible to compete every year, however the building may not have won in the same category at the **International Level** during the last 5 years (i.e., Buildings that won in 2023 are not eligible to compete until 2028 and awarded in 2029). 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 2022 are not eligible to compete until 2025 and awarded in 2026).
- 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.

TOBY winners are eligible to compete after every 5 years. For the 2022 awards cycle - TOBY winners who last submitted in February 2017 are now eligible to compete.

**Change in management/ownership:**

For any building that enters the competition at the local level that may encounter a change in management and/or ownership and wins at the National level, the award will be presented to the management company/owner at the time of the original entry.

**Building/Facility under renovation**

A building/facility will not be considered under the TOBY program if it is undergoing extensive renovation or rehabilitation. A building/facility undergoing minor renovation and/or ongoing common area improvement programs is eligible; however, entrants are advised that cleanliness/safety measures/tenant communication programs, etc., of areas undergoing construction, will be considered by the judges.

# On-Site / Mandatory Documents

## Mandatory Documents

The following are required as part of your submission and must be made available. Soft copies of all mandatory documentation are acceptable for the submission, however, hard copies must be presented at the time of your on-site inspection. Failure to comply with the below will result in immediate disqualification (applicable application fees will not be refunded). Please ensure all documentation is readily available and is in their proper order prior to review as follows:

- Evidence of Emergency Procedure/Evacuation Drills conducted within the past 12 months
- Preventative Maintenance Manual
- Standard Operating Procedures (SOP) manual / documentation. This can be organized as a table of contents page that summarizes all the procedures that are applicable at your site, i.e. Property Transition, Tenant Emergency Plan, Tenant Relations & Retention, Business Plan, Risk Management, Marketing, Leasing, Fire & Life Safety Systems, Security, etc.  
NOTE: Evidence of these procedures should be available to the judges (i.e. documented in binders and/or available online)
- Regular financial reports formatted using accounting software
- Purchasing policies (basic principles)

**IN ADDITION:** Review your submission to ensure that the requirements for each section have been satisfied. The judges will be analyzing the following during the on-site building inspection:

- Building Information
- Building Operations & Management
- Life Safety/Security/Risk Management
- Training & Education
- Energy
- Environmental, Sustainability, Health & Wellness
- Tenant/Occupant Relations & Community Involvement

## Building Inspection

A mandatory building inspection will be scheduled during April 2024. A member of the judging team will contact the Property Manager in advance to book a mutually agreeable date and time for a site visit. Judges should be offered a private space, i.e. boardroom or office where they will examine the written submission (maximum 1.5 hours). Following that review, the judges should be escorted on a tour of the building(s).

Please allow a minimum of 1 hour for document review plus at least 1 hour for building(s) inspection (times may vary depending on asset size or complex).

The entire site visit and evaluation should not exceed 2.5 hours in total, however, some exceptions may apply.

### **NOTE:**

It is important that the building team participating in the judging process be very familiar with the content of the submission.

Members of the Property Management team must be present and available during the on-site judging process and must be prepared to answer questions from the judges and provide additional evidence in support of the entry submission.

The following areas will be inspected (if applicable to building category):

- Entrance/ Mail Lobby\*
- Security/Life Safety
- Management Office\*
- Elevators\*
- Multi-Tenant Corridors\*
- Restrooms\*
- Stairwells\*
- Central Plant/Engineering Office
- Equipment Room/Services Areas\*
- Parking Facilities (*only if Owner/Agent operated*)
- Landscaping/Grounds (photos are acceptable, subject to weather condition)
- Refuse Removal & Loading Docks
- Roof (subject to weather condition)
- Tenant Amenities\*

*\*Open Air Retail where applicable*



## Building Inspection continued

### SUMMARY OF JUDGES' SCORING

A minimum score of 70% must be earned to be eligible for a TOBY.

Building Information	<b>Y / N</b>
Building Operations & Management	<b>0 – 5</b>
Life Safety/Security/Risk Management	<b>0 – 15</b>
Training & Education	<b>0 – 15</b>
Energy	<b>0 – 20</b>
Environmental/Sustainability/Health & Wellness	<b>0 – 15</b>
Tenant/Occupant Relations & Community Involvement	<b>0 - 30</b>
Marketing, Branding & Customer Experience	<b>0 - 10</b>
<b>TOTAL</b>	<b>0 - 110</b>

# Written Submission & Attachments

## UNIVERSAL PORTFOLIO REQUIREMENTS

### Photograph Requirements:

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

### Supporting Document Requirements:

- File Type: PDF, DOC, DOCX, RTF, TXT
- Maximum File Size: 5mb

### 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 similar program), copied into a program such as Notepad to remove the formatting, and then copied and pasted into the text box. Spell check prior to pasting into the text box. Also confirm that the copied text can be fully viewed on-line. If not, reduce the characters to fit the requirements.

## BUILDING INFORMATION (Required)

Provide a summary of the physical description of the building(s), property and location.

Maximum 350 words.

### Provide the following:

- Building Name or Names if multiple buildings are being entered as a single entry
- Number of Floors
- Floor Plate Square Footage
- Total Building Square Footage
- Retail Area Square Footage
- Office Area Square Footage
- Other Area Square Footage (if applicable)
- Exterior Building Description (type of facade, windows, roof etc.)

### Competition Photographs:

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 Photographs:

- In addition to the competition photos, all regional and international entries must submit one high resolution (minimum 300 dpi, 1,500 pixels wide or

larger) 11" x 14" color JPEG (JPG) of the building's exterior for display at the awards ceremonies.

- Also, a photograph of the management team responsible for daily management of the building(s) is required (minimum 300dpi, 750 pixels wide or larger).

Total of 8 attachments required.

## **BUILDING OPERATIONS & MANAGEMENT (5 points, Required)**

Maximum 2000 words. Total of 4 attachments required for this section.

Floor plans can be combined into one pdf document.

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 level 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<sup>®</sup>, 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

*\* Open Air Retail – where applicable*

### **Attach the following:**

- Full floor plans, with tenant layouts, showing all areas of your building (Attachment #1)
- Site plan or an aerial photograph. Aerial photograph should show the building(s) and property/boundary lines. (Attachment #2)
- 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)
- Copy of any certifications and/or awards that have been achieved that are not related to ENERGY STAR<sup>®</sup>, BOMA BEST, or BREEAM (Attachment #4)
- TOBY Inspection Verification (provided by your local BOMA)

Association) (Attachment #5)

**Note:** Please combine multiple documents into a single attachment if necessary.

## LIFE SAFETY, SECURITY, RISK MANAGEMENT (15 points)

Maximum of 1,800 words.

Entrants can use data up to 24 months prior to application deadline.

**Describe the following:**

- Procedures and programs for life safety, fire, disaster and security standards.
- Training for property management and tenants as well as recovery procedures. If you work with local first responders and conduct live training, explain how this is accomplished.
- Explain how the building monitors activities in common areas.
- Explain how the building controls entry into the building, especially during non-business/non- peak hour.
- Summary about your business continuity plan and if drills are conducted how they are documented and communicated. \*
- Fire and evacuation drills are conducted, how often and when.

\* *Open Air Retail – where applicable*

**Required information for TOBY:**

- A table of contents of your emergency preparedness and security standards manual(s).
- AED policy or equivalent,
- Written security procedures (TOC)

- Copy of ADA plan (if applicable)
- 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.

## TRAINING & EDUCATION (15 points)

Maximum of 1,800 words.

**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.

**Provide a written description for each team member:**

- 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

- a. Preventative maintenance programs
- b. System documentation
- c. Equipment and system performance monitoring
- d. Sensor and control calibration

## ENERGY (20 points)

Maximum of 1,750 words. One PDF attachment of the BOMA BEST® certificate/letter.

**Note:** It is not necessary for any Retail Entrants to benchmark their energy performance using ENERGY STAR®.

### 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):

- Describe the steps taken to improve the energy performance of your building over the last three years (2 of 20 Points).
- 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)

## ENVIRONMENTAL, SUSTAINABILITY, HEALTH & WELLNESS (15 points)

Maximum of 2,250 words. 1 attachment allowed (containing up to 5 different documents)

Describe a minimum of 7 programs of which at least a minimum of 3 should be related to Environmental & Regulatory and at least 3 related to Sustainability and then describe your waste management plan.

1. **Environmental & Regulatory** (4 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 Points)

- 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.
- 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

- Describe your building's waste reduction work plan and source separation program.
- 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 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

## 4. Health & Wellness (4 Points)

- Describe management policies that have been implemented to create healthy work environments for employees and tenants and to promote sustainable communities.
- 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.
- Describe building features that address the health and wellbeing of the stakeholders such as daylight levels, lighting controls, glare controls, user comfort controls, smoking

policy, acoustic conditions, etc.

- Describe programs implemented since the outbreak of COVID-19 which you will keep in place to reduce contagious disease transmissions. Examples include hand hygiene standards, health promotion signage, infectious disease plan response guidelines, contagious disease outbreak preparedness plan, enhanced cleaning, disinfecting and maintenance protocol, PPE Guidelines, etc.

**Attach the following:**

1. Documentation of waste management plan – TOC or other
2. Other documentation of recycling policies, exterior maintenance plan, etc. (optional)
3. Sustainable Policies – TOC or other (optional)
4. Waste audit (optional)
5. Other

## TENANT/OCCUPANT RELATIONS & COMMUNITY INVOLVEMENT (30 points)

Maximum of 1,800 words.

Describe the following:

**A. Tenant and Occupant Relations (15 Points)**

- Tenant Relations efforts and/or programs sponsored by building management within the last 12 months.
- 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.
- 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.

**B. Community Involvement (15 Points)**

- 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.), tax impact (provide special assessments for roads, sewers, etc.), recognition awards, 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.
- 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.

**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.

**Attach the following:**

- 3 Samples appreciation letters from the tenant or public
- 2 Newsletters
- 1 Copy of the summarized results from your most recently completed tenant/occupant survey (if applicable).
- 1 Tenant communications piece from the property management team
- 3 Photographs reflecting the tenant events being described.
- 1 Table of contents from the tenant manual. (Do not include the entire manual or photograph collages—only single images.)
- 3 Attachments reflecting the community events being described such as posters, flyers, newsletters, and charity acknowledgement letters. (Optional)

## **MARKETING, BRANDING AND CUSTOMER EXPERIENCE (10 points)**

Maximum of 1,800 words. 3 Attachments allowed.

Successful marketing and branding of a Retail Building creates competitive advantage and helps cement loyalty and create synergies within the community in which is trades. Retail building retailers and customers are now using a multichannel approach to communicate, promote and share their shopping experiences.

**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.

1. **Marketing and Branding (5 Points)**
  - Website detailing all stores, facilities and events.
  - Ongoing market research to provide frequent consumer feedback about brand awareness and image conveyed (last two years)
  - Brand maintenance by adopting multi-faceted communication and customer contact.
  - Methods (e.g. Email, social media)
  - Analysis of footfall into the centre and into key stores
  - Social media program / seasonal events / customer loyalty programs
2. **Customer Experience (5 points)**
  - 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
  - Industry/Community awards or recognition demonstrating superior customer shopping experience.

**Attach the following:**

- 3 examples of marketing and branding campaigns and how these were implemented, monitored and their effectiveness evaluated.

## QUESTIONS?

Contact **Kiomi Lutz** at 604-684-3916 ext. 226  
[kiomi@boma.bc.ca](mailto:kiomi@boma.bc.ca)

