

# TOBY

## RETAIL

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# 2021 TOBY AWARDS

## ENTRY REQUIREMENTS



THE OUTSTANDING BUILDING OF THE YEAR AWARDS<sup>®</sup>



## **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.

Starting with the 2021 TOBY cycle there are two (2) categories of retail:

- Enclosed mall
- Open Air/Strip mall.

**NOTE – FOR SECTIONS HIGHLIGHTED IN YELLOW, CHANGES HAVE BEEN MADE TO THE 2021 ENTRY REQUIREMENTS DUE TO COVID-19.**

### **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 TOBY website at <https://toby.boma.org> 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 2020 are not eligible to compete until 2025 and awarded in 2026). 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 2023 and awarded in 2024).

5. The building must be occupied for at least one full year from the date of occupancy of the first tenant by **June 15, 2021** with a minimum of 12 months of building operations.

6. All categories must be at least 50% percent average annual occupancy (physical occupancy).

7. Each building may enter in only one category.

8. **U.S. Entrants** in the Retail category are not required to be **ENERGY STAR**® benchmarked. **All U.S. Entrants – ENERGY STAR**® has suspended all new and renewal certifications in 2020. However, if you would like to include that information, please complete both of the following:

- a. Provide a copy of the Statement of Energy Performance printed from **ENERGY STAR**® for the past 24 months.
- b. Share your data with BOMA International in the ENERGY STAR® online portfolio manager. **Any entry that does not include both 1 and 2 will not be eligible to compete at the International level.**



To share your data with BOMA International, go to the Facility Summary page on the ENERGY STAR® website by clicking on the facility name on the My Portfolio page. Select “Add user to share this facility” under the Sharing Data section (on the right-hand side of the page) and follow the instructions.

**Canadian Entrants** 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.

**European Entrants** are not required 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.

**Other International Entrants** are not required to obtain should contact BOMA International regarding energy performance benchmarking requirements.

9. 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.
10. 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.

## **BUILDING INSPECTION**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, BOMA acknowledges that on-site building inspections may be impacted. TOBY judges have been given the option to conduct on-site or virtual inspections at the discretion of the BOMA local association.

For more information, please refer to the TOBY Awards Virtual Site Inspection document – [https://toby.boma.org/Documentation/2020\\_06\\_16\\_TOBY\\_Inspections%20COVID\\_19\\_FINAL.docx](https://toby.boma.org/Documentation/2020_06_16_TOBY_Inspections%20COVID_19_FINAL.docx)

- 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 items may be inspected during the building inspection:
  1. Entrance/Mail Lobby\*
  2. Security/Life Safety
  3. Management Office\*
  4. Elevators\*
  5. Multi-Tenant Corridors\*
  6. Restrooms\*
  7. Stairwells\*
  8. Central Plant/Engineering Office
  9. Equipment Rooms/Service Areas\*
  10. Parking facilities (only if Owner/Agent Operated)
  11. Landscaping/Grounds
  12. Refuse Removal and Loading Docks
  13. Roof
  14. Tenant Amenities (Open Air Retail – where applicable)\*

\* Open Air Retail where applicable

**Note:** Open Air Retail - In the case where the management office is onsite, the judges will visit this office, and if not, a comprehensive tour of the property with property management will be mandatory.

- The following documentation is mandatory where applicable and should be made available. On-line versions are acceptable but must be available at 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. (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)
- Entrant should receive TOBY Building Inspection Verification form by their local BOMA or affiliated International affiliate organization.

## **ENTRY FEES**

### **LOCAL ENTRY FEES**

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

### **REGIONAL AND INTERNATIONAL ENTRY FEES**

1. A total of \$375 in entry fees will be paid to BOMA International for each submission entering the regional competition. These fees will be collected during the online submission process. Fees are broken down as follows:
  - a) A \$50 data-submission fee will be collected for each building added to the online system. Buildings may be added regardless of whether they have won at the local level or not. Adding a building does not enter that building in the regional or international competitions.
  - b) A \$325 entry fee must be paid in order to submit a building for consideration in the regional and international competitions.
2. An additional regional competition fee may apply. If applicable the regional competition fee will be collected online along with the entry fees above.

**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://toby.boma.org>.

## **JUDGING / DATA / DEADLINES**

1. Judging will occur at local, regional and international levels.
2. Each BOMA local association may submit one building in each category to the regional competition.
3. Each BOMA region may submit one building in each category to the international competition.
4. Each region must submit their regional winners to BOMA International by **April 6, 2021**.
5. 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.
6. Updated Entry Requirements will be presented during or prior to the BOMA International Conference.
7. BOMA International's TOBY website (<https://toby.boma.org>) will begin accepting entries for each new season approximately one month after the close of the BOMA International Conference. Check the TOBY website for specific dates.

## **GLOBAL 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 other similar program, and then copied and pasted into the text box. Please 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.

## **PORTFOLIO SPECIFICATIONS**

The following information must be provided electronically using BOMA International's TOBY website at <https://toby.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.

### **BUILDING DESCRIPTION – 1 POINT**

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

***Maximum of 350 words  
No attachments allowed***

### **BUILDING STANDARDS – 3 POINTS**

The Building(s) Standards should be 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.

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.)

Describe each of the following:

1. Number of Public Entrances and their physical characteristics\*
2. Public Area Standard Finishes
3. Restroom Standard Finishes\*
4. Customer Service/Concierge Facilities\*
5. Utility Distribution
6. Elevators and/or Escalators and/or Moving Walks, Lifts, etc.\*
7. HVAC Distribution System (Description of tenant and public areas units)
8. Fire Life Safety Systems
9. Loading Dock & Back of House Tenant Receiving Areas\*
10. Parking
11. Emergency Generator/Back Up Power\*

12. Signage and Wayfinding
13. Multiple Uses (where applicable)
14. Certifications and/or awards that have been achieved that are not related to ENERGY STAR®, BOMA BEST, or BREEAM
15. 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:

1. Floor plan for your building showing your main lobby as well as two additional typical floor plans (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.

\*Buildings that do not earn the maximum 3 points in the building standards section may earn one point if they are a BOMA 360 designee.

**Maximum of 2,000 words**  
**Total of 5 attachments required**

### **COMPETITION PHOTOGRAPHS – 1 POINT**

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

**No text is required**

### **AWARDS CEREMONY PHOTOGRAPHS – 0 POINTS**

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

**No text required**  
**Total of 2 attachments required**

### **COMMUNITY IMPACT – TOTAL OF 15 POINTS**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, community impact examples and data that occurred within the past 24 months can be referenced in this section.

Describe the following:

- 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.
- 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**  
**Up to 3 attachments allowed**

### **TENANT RELATIONS/COMMUNICATIONS – 15 POINTS**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, tenant relations/communications examples that occurred within the past 24 months can be referenced in this section.

Describe the following:

- 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.
- A description of how the building’s management team communicated with its tenants during COVID-19.
- Indicate if tenant satisfaction surveys were conducted including the frequency and the date the last survey was last completed and the results.
- An explanation of the major findings and the actions management took to share results, alleviate concerns and/or problems, and/or ensure that acceptable and “popular” procedures and activities were maintained.



Attach the following:

1. 3 samples appreciation letters from the tenant or public
2. 2 newsletters
3. 1 copy of tenant/occupant survey (if applicable)
4. 3 photos on how you fitted your building for COVID-19
5. 1 tenant communications piece from the property management team
6. 3 photographs reflecting the events being described
7. 1 table of contents from the tenant manual. (Do not include the entire manual or photograph collages—only single images.)

**Maximum of 1,800 words**

**Total of 13 attachments required -- 1 optional – TOTAL 14 attachments**

### **MARKETING, BRANDING AND CUSTOMER EXPERIENCE –TOTAL OF 10POINTS**

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.

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.

#### **Judges Scoring Guide-Site Visit**

##### **Marketing, Branding and Customer Experience**

##### **Marketing and Branding – where applicable (5 of 10 Points)**

- 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, Facebook, Twitter, Instagram)
- Analysis of footfall into the centre and into key stores
- Social media program/ seasonalevents/ customer loyalty programs

##### **Customer Experience - where applicable (5 of 10 Points)**

- Undertake regular research to understand the changing needs of your consumers (focus groups, mystery shopping, social media monitoring) (last 2 years)
- Do you have a system which 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.

**Maximum 1800 words**

**Maximum 3 attachments allowed**

**ENERGY CONSERVATION – TOTAL OF 20 POINTS**

**NOTE:** It is not necessary for Retail Entrants to benchmark their energy performance using **ENERGY STAR**® at [www.ENERGYSTAR.gov](http://www.ENERGYSTAR.gov), BOMA BEST, BREEAM or any other international equivalent program as approved by BOMA International.

**Building Staff/Tenant Education – 5 of 20 Points**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, building staff/tenant education can be conducted virtually via online courses rather than by in-house training, classroom training, or staff meetings.

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. This may include encouraging or requiring participation in the BOMA Energy Efficiency Program, ENERGY STAR® training sessions, BOMA BEST Practices, pursuing industry certification and professional development programs.

**Building Operations and Maintenance – 10 of 20 Points**

1) Describe your building maintenance procedures and how they contribute to energy conservation. This should include the following as well as any additional procedures followed:

- Preventative maintenance programs
- System documentation
- Equipment and system performance monitoring
- Sensor and control calibration

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

**Building EMS Monitoring – 5 of 20 Points**

Energy Management System (EMS) is often underutilized in commercial buildings. When fully engaged, they are powerful tools for improving the performance of HVAC and lighting systems and conserving energy. Describe the 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.

Attach the following (optional):

Statement of Energy Performance and/or BOMA BEST® Certificate and/or approved comparable energy rating verification (for buildings outside continental U.S.)

**Maximum of 1,750 words**

**Up to 1 attachment allowed**

## **ENVIRONMENTAL, REGULATORY, SUSTAINABILITY & WASTE – TOTAL OF 15 POINTS**

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 – 5 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.

### **Sustainability – 5 of 15 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.

### **Waste – 5 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
- Attach a PDF copy of your latest waste audit
- Future plans to increase recycling levels and reduce the waste generated

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

**Maximum of 2,250 words**

**Total of 1 attachment required (up to 5 attachments allowed)**

### **EMERGENCY PREPAREDNESS / LIFE SAFETY – 15 POINTS**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, entrants can use data up to 24 months prior to application deadline.

For more information about emergency evacuations, please refer to BOMA International's document *Preparing for Emergency Evacuations –*

<https://boma.informz.net/BOMA/data/images/COVID%2019%20Preparing%20for%20Emergency%20Evacuations.pdf>

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.
- 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 – 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

Attach the following:

- Table of contents of your emergency preparedness and security standards manual(s).
- AED policy or equivalent
- Written security procedures (Table of Contents)
- 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.

**Maximum of 1,800 words**

**Total of 4 attachments required (up to 5 attachments allowed)**

### **TRAINING FOR BUILDING PERSONNEL – 15 POINTS**

**NOTE:** Due to the impact of the COVID-19 pandemic in 2020, 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:**

- List of qualifications for building staff (not job descriptions)
- 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

#### **Attach the following:**

- Building specific organization chart of the building management team

**Maximum of 1,800 words**

**Total of 1 attachment required**

**\*\*\*\*\* 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](http://www.boma.org).

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