

# 2023 TOBY AWARDS

The Outstanding Building of the Year  
SUBMISSION GUIDEBOOK  
Retail Categories

# 2023 TOBY AWARDS – THE OUTSTANDING BUILDING OF THE YEAR

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All questions regarding the 2023 BOMA NB/PEI Awards should be addressed to:

Heather Ferguson at (506) 384-2483 or e-mail:  
[staff@bomanbpei.com](mailto:staff@bomanbpei.com)

# General Information

## Introduction

The Outstanding Building of the Year (TOBY) & Certificate of Excellence recognize the best in commercial building management in New Brunswick and Prince Edward Island.

All participating buildings meeting the minimum standards of the program will receive the Certificate of Excellence, which is valid for 1 year.

BOMA's Certificate of Excellence program recognizes excellence in property and facility management. Certification acknowledges commitment to best practices in building performance, quality of building management and the people behind it. Buildings must meet standards in building management, operations, environmental/ energy/emergency management, design, tenant and community relations, tenant satisfaction and personnel training.

The TOBY Award is presented to the highest scoring building in each category.

## Important Dates

**January 9, 2023**

Call for Entries

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**March 20, 2023**

**Deadline for submissions at 4p.m.**

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**March 27 to  
April 7, 2023**

Evaluation of submissions and building visits by judges

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**April 27, 2023**

Winners recognition will be announced at our 2021 Awards Breakfast- Moncton, NB

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**April 28, 2023**

Winner recognition sent out (via e-notice, LinkedIn, Twitter and Facebook)

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**July 14, 2023**

Deadline for submissions to BOMA Canada

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**September 28, 2023**

National BOMA Awards Gala during BOMEX 2023 in Edmonton, Alberta.

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## Terms & Conditions

By applying to the TOBY Awards program and Certificate of Excellence, you acknowledge and accept the following terms and conditions: Judging results are independently verified by BOMA NB/PEI. All results are final and are not subject to appeal. Judges are industry representatives who volunteer their time and expertise for this program. The BOMA NB/PEI Awards Committee that establishes our criteria is also comprised of industry representatives. Any concerns or issues with regards to the judging of submissions must be made known immediately to the BOMA NB/PEI office prior to the judging audit or the results being provided to the entrant.

# General Information (continued)

## Registration Information

- The first step is to complete the online entry form at [www.bomanbpei.com](http://www.bomanbpei.com)
- When your registration is done, you will get the instructions for the next steps
- The applicant must work on completing their full submission in accordance with this guidebook
- Once finished all completed submissions (including applicable attachments) can be emailed to:
  - Heather Ferguson at [staff@bomanbpei.com](mailto:staff@bomanbpei.com)
- Only the accredited judges and BOMA NB/PEI management will have access to those documents

## Procedure

- Carefully read the entry requirements / guidebook
- Compile the required documents and information
- Ensure to proof read your submission for typos and grammar
- Make sure all photos are high resolution
- Respect the deadlines

## Eligibility

- Entrants must be managed by an entity that is a member, in good standing of BOMA New Brunswick and Prince Edward Island
- The building must be **BOMA BEST® certified**
- The building may not have won during the last 3 years.
- 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.
- All categories must be at least 50% percent occupied.
- Each building may enter in only one category.
- Judging of the entry will be based on your written submission and meeting all the submission requirements as listed on page 5.
- Note the winner of this competition is eligible to enter in the 2023 BOMA Canada national awards competition. Please visit [www.bomacanada.ca](http://www.bomacanada.ca) for more information

## Registration Fees

- Fee: \$150.00 + HST
- E-transfer to [staff@bomanbpei.com](mailto:staff@bomanbpei.com)
- Credit Card by calling: 506-384-2483 (process fee may apply)
- Cheques must be made payable to:

**Building Owners and Managers Association of New Brunswick Inc.**  
**P.O. Box 1, Stn Main**  
**Moncton, NB E1C 8R9**

# Submission Guidelines

## Requirements

As a part of the BOMA NB/PEI sustainability initiative, electronic submissions are preferred and encouraged; in PDF format, only. Complete submission can be sent by: email to Heather at [staff@bomanbpei.com](mailto:staff@bomanbpei.com)

The following items will be required as part of your **formal entry package**:

1. A cover sheet stating the following must be included:
  - Name of Property Owner/Management Company
  - Name
  - Phone number
  - Address of the person who will receive all correspondence.
2. Sections A (page six) describe the components in writing. Ensure that the **written submission does not exceed the maximum number of words permitted**. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of words permitted).
3. Submissions must be made on company letterhead using your company standard issue presentation covers.
4. A digital vector line or high resolution JPG/TIFF copy of your corporate logo must be provided by email to [staff@bomanbpei.com](mailto:staff@bomanbpei.com)

## Categories

**\*Please choose one category per application. Applicant can apply for more than one category by submitting additional entry form.**

### CATEGORY DESCRIPTION- Retail Categories

#### Retail Buildings

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.

#### Categories

- Enclosed Mall
  - Under 1 Million Sq. Ft.
  - 1 Million Sq. Ft. & Over
- Open Air/Strip Mall

# Onsite / Mandatory Documents

## Interviews

A survey will be conducted by the judges of your Client(s) or employee and contractors. The survey question will be based on Section A

- Provide client name(s), position, and contact number.
- Provide employee list with name(s), position and contact number.

## Site Visit

A mandatory site visit will be coordinated with the judges to visit your location and/or corporate head office to verify your submission, including a reviewing of the supporting documentation(s). Due to COVID-19 and Public Health Guidelines around social distancing, a virtual site visit can be completed.

## Summary of Judges' Scoring

Judging of the entry will be based your written submission and meeting all the submission requirements as listed on page five and six.

A minimum of 70% must be earned to be eligible. Please refer to the judging sheet on page seven.



## 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
15. Tenant Amenities\*

\* 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.
2. Policies regarding Regular Financial Reports/Accounting Software Used
3. SOP Manual/Documentation of Standard Operating Procedures
4. Purchase Policies (Basic Principals)
5. Preventative Maintenance Manual

# COMPLETE GUIDEBOOK

## Written Submission & Supporting Attachments

### SECTION A : WRITTEN SUBMISSION

Your written submission should support the details for TOBY Award and it should make note of specific details that deserve merit. The written submission should be brief and address the following. You are encouraged to include any additional information that you feel will assist the judges (as long as it does not exceed the maximum number of pages permitted).

1. **Building Description:** Provide a summary of the physical description of the building(s) and property. *Maximum 2000 words*
    - a. **Building Standards:**
      - i. Provide 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.
      - ii. Start with the following: Building Name, Number of Floors and Floor Plate Square Footage, Total Building Square Footage, Office Area Square Footage and other Area Square Footage.
      - iii. Provide a single paragraph describing each of the following: Lobby/atrium standard finishes, Corridor standard finishes, Restroom standard finishes, Typical tenant suite standard finishes, Utility distribution, Elevators, HVAC distribution system, Fire life safety systems, Loading dock & parking, Emergency generator/back up power
      - iv. Disclose in a paragraph if your entry includes multiple buildings being entered as a single entry. In order to comply, the multiple buildings must be owned by the same company, managed by the same company, managed as a single entity and not located within a Suburban Office Park. This disclosure is necessary for all categories.
      - v. Provide a floor plan for your building showing your main lobby as well as two additional typical floor plans.
      - vi. Include a site plan or an aerial photograph. Aerial photograph should show the building(s) and property/boundary lines.
      - vii. Document use of BOMA floor measurement standard – type in section of lease where the BOMA floor measurement standard is referenced, or upload other documentation, such as a sample lease document or calculations referencing the BOMA office standard (1996 or 2010 versions). If not using BOMA standard, please list which standard is being used.
      - viii. Describe certifications and/or awards that have been achieved that are not related to ENERGY STAR®, BOMA BEST®, or BREEAM. Attach a copy of the certification/award.
  2. **Competition Photographs** - No text required
    - a. Provide a photograph of the management team responsible for daily management of the building(s), as well as a photo of the building exterior, interior (lobby/hallways) and mechanical room.
  3. **Community Impact** - *Maximum of 1,800 words*
    - i. Provide a written description of 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 corporate environment (parks, blood drives, special events, etc.), tax impact (provide special assessments for roads, sewers, etc.), recognition awards, roads/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.
    - ii. 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 entrant can describe how the onsite management team personally participated
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## NOTES:

- iii. Retail: 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.

#### 4. **Tenant Relations / Communications** - *Maximum of 1,800 words*

- i. Provide a summary of the Tenant Relations efforts and/or programs sponsored by building management within the last 12 months.
- ii. Describe 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.
- iii. Describe tenant amenities available such as health facilities, childcare and food service.
- iv. Indicate if tenant satisfaction surveys were conducted including the frequency and the date the last survey was last completed and the results.
- v. Provide an explanation of the major findings and the action/s management took to share results, alleviate concerns and/or problems, and/or ensure that acceptable and "popular" procedures and activities were maintained.

##### **b. All Categories must also include:**

- i. 3 samples of tenant/public appreciation letters
- ii. 2 newsletters
- iii. 1 copy of tenant/occupant survey
- iv. 1 tenant communications piece
- v. 3 photographs reflecting the events being described
- vi. Table of contents from the tenant manual
- vii. 3 photos on how you fitted your building for COVID-19

#### 5. **Marketing, Branding and Customer Experience** - *Maximum of 1,800 words*

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.

- i. 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.
- ii. 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.

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

- 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/ seasonal events/ 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



6. **Energy Conservation - *Maximum of 1,750 words***

- a. All entrants are required to obtain a BOMA BEST® certification. *A copy of a valid BOMA BEST® certification must be available during your onsite inspection*
- b. Building Staff/Tenant Education:
  - i. 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 BOMA Energy Efficiency Program (BEEP), ENERGY STAR® training sessions, BOMA BEST® Practices, pursuing industry certification and professional development programs.
- c. Building Operations and Maintenance:
  - i. Describe your building maintenance procedures and how they contribute to energy conservation. This should include the following as well as any additional procedures following: preventative maintenance programs, systems documentation, equipment and system performance monitoring, sensor and control calibration. Provide a description of the steps taken to improve the energy performance of your building provide measurable results over the last three years.
- d. Building Energy Management System Monitoring (EMS):
  - i. Energy Management systems are 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 buildings energy consumption. Provide measurable results demonstrating reduction in energy and improved performance.

7. **Environmental / Regulatory / Sustainability - *Maximum of 2,250 words***

Describe a minimum of 6 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.

a. **Environmental & Regulatory:**

- i. 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.
- ii. Provide documentation of building waste management plan, recycling policies and building's exterior maintenance plan, including re-caulking, window washing, pressure washing, etc., green programs and/or other environmental management programs;
- iii. Please include any additional environmental and regulatory policies and procedures not mentioned above that are being followed.

b. **Sustainability:**

- i. 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.
- ii. When describing these policies and procedures explain if you have municipal, provincial or deferral compliance that you are following. If these programs are not mandated, then explain their purpose for implementing

c. **Waste:**

- i. Describe your building's waste reduction work plan and source separation program. Where applicable include:
- ii. Collection of organic wastepaper, cans, glass, plastic containers & cardboard
- iii. Your facility's diversion rate
- iv. Educational training for occupants, custodians & general public
- v. Organizational statement for continuous improvements in reduction & diversion of waste streams
- vi. Address the prevention, diversion, & management of solid waste generated as a result of day to day activities & infrequent events

- vii. Attach a PDF copy of your latest waste audit
- viii. Future plans to increase recycling levels & reduce the waste generated

**8. Emergency Preparedness / Life Safety - *Maximum of 1,800 words***

- i. Describe the procedures and programs for life safety, fire, disaster, and security standards.
- ii. Ensure to include a table of contents of your emergency management and security standards manual(s) (as PDF). Also, as a PDF include AED policy or equivalent, written security procedures (TOC), copy of ADA plan, and reference of access control & surveillance systems in the building (as pdf).
- iii. Include how fire & evacuation drills are conducted, how often and when. Describe the 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. Provide a summary about your Business Continuity Plan and if drills are conducted how they are documented & communicated.

***NOTE: Due to the impact of the COVID-19 pandemic in 2021, entrants can use data up to 24 months prior to application deadline.***

**9. Training of Building Personnel - *Maximum of 1,800 words***

- i. Provide a list of qualifications/professional designations for building staff and a building specific organization chart of the building management team, including any industry certifications, degrees or industry training.
- ii. 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.
- iii. Indicate if any member of the management team has participated in at least one BOMA-sponsored (local, national or international) event or international affiliate sponsored event within the last 12 months.
- iv. Discuss training for both on-site and off-site building personnel dedicated to the property.

**By applying, applicants acknowledge and accept the following terms & conditions:**

- Judging results are verified by BOMA NB/PEI. All results are final and are not subject to appeal. BOMA Awards Committees & Judges are industry representatives who volunteer their time & expertise for this program.
- Photographs may be used in awards program materials & media.

**\*\*\*\*\* End of Application\*\*\*\*\***

# BOMA NB/PEI 2023 TOBY Awards – Judging Sheet (Retail Categories)

Category: \_\_\_\_\_ Local: \_\_\_\_\_

Building Name: \_\_\_\_\_

CRITERIA		SCORE	SCALE	COMMENTS
A	Building Description/Competition Photographs		5	
B	Community Impact		15	
C	Tenant Relations / Communications		15	
D	Marketing, Branding and Customer Experience		10	
E	Energy Conservation		20	
F	Environmental / Regulatory / Sustainability		15	
G	Emergency Preparedness / Life Safety		15	
H	Training of Building Personnel		15	
	<b>TOTAL</b>		<b>110</b>	

Judges: \_\_\_\_\_ Date: \_\_\_\_\_