

## **BOMA Oklahoma City**

### **2019 – 2022 Strategic Plan**

***Mission – to represent and promote the interests of the commercial real estate industry through leadership, education, advocacy, information and networking.***

The BOMA Oklahoma City Board held a planning session on April 18 with BOMA President Henry Chamberlain to create a new strategic plan. As a base document the 2011 plan was utilized. In advance of the meeting a pre-planning questionnaire was circulated.

Among the previous year's achievements cited were excellent events as the association celebrated its first 90 years. Among the highlights were an activated advocacy effort, reenergized TOBY Awards, and good programming with the association led by a strong board of directors and BAE. They are wrestling with growing regular membership as well as member companies not investing in education and training. There is significant competition in the city including CREC, CREW and an identified need to reinforce the value of BOMA as a strategic business partner.

The coming years see opportunities to grow advocacy efforts, expand membership outreach to industrial and healthcare real estate, and offer some BOMA/BOMI education. With the Southwest Regional Conference coming to town next year there is an opportunity to create unique events for members and expose them to colleagues from across the region.

As part of the session we reviewed BOMA International's new strategic long-range plan. The meeting packets also contained BOMA International's 2019 business plan for the Board to review with an eye on resources they can take advantage of locally.

### **Goal: Membership Recruitment and Retention**

Objective: Grow Regular Membership

Strategy: Recruit Medical Office and Healthcare Facility Managers and Create a Community for them to Network In

Tactic: Focus on Attendees of BOMA International's Medical Office Buildings and Healthcare Real Estate Conference (2019)

Tactic: Reach Out to Integra and the University of Oklahoma

Strategy: Build Membership in Industrial Properties (2020)

Tactic: Assemble Information and Educational Materials from BOMA International

Tactic: Invite BOMA Vice Chair Shelby Christensen (Senior Vice President of Real Estate Operations for Liberty Property Trust) to Keynote Event (2020 or 2021)

Tactic: Reach Out to Associate Members and Industrial Brokers for Contacts

Strategy: Recruit Facility Managers (2021)

Tactic: Offer Education and Programming for this Audience (e.g. Lunch and Learns, Programs Highlighting Operational Savings from BOMA Programs and Services)

Strategy: Annually or Semi-Annually Survey Membership on Needs and Wants and Evaluate How BOMA Oklahoma City is Performing in Providing Programs and Services (Begin End of Year 2019)

Tactic: Create a Survey Monkey or Other Survey for Board Evaluation and Planning

Strategy: Increase the Number of Office Property Manager Members (Ongoing)

Tactic: Communicate the Value of the Time Spent on Business Networking at BOMA Oklahoma City Events

Tactic: Focus Programs on Best Practices and Case Studies – Thought Leadership, Trends

Tactic: Present Solutions to Current Problems and Challenges

Tactic: Reinforce BOMA Tools are Good Business – (I.e. BOMA 2017 Office Standard identifies additional rentable space and \$) and include Brokers

Tactic: Highlight the Positive Financial Impact of Advocacy and Building Code Victories

Tactic: Establish a Member “Help Desk” Capability

Tactic: Utilize BOMA International Produced Generic Marketing Materials

Objective: Reinforce the Value of Membership and Participation of Associate Members (Ongoing)

Strategy: Create Programming Targeting these Member Companies

Tactic: Offer Lunch and Learns (i.e. Creating RFPs offered by BOMA Fort Worth)

Tactic: Position Associate Members as Problem Solvers and Resources

**Committee Resources: Managers Meetings Committee and Membership Committee**

## **Goal: Communications**

Objective: Reinforce the Relevancy of BOMA Oklahoma City

Strategy: Tout the Value of Being Connected to BOMA Oklahoma City, its Programs and Events

Tactic: Create a New Boilerplate for Press Releases and Printed Pieces Emphasizing the Size of the BOMA Community - \$300 million industry supporting 5,000 jobs in the community with nearly \$200 million in local personal earnings.

Tactic: Revisit and Potentially Update BOMA Oklahoma City's Mission Statement

Tactic: Publicize the Financial Impact of BOMA Programs and Services (i.e. Advocacy and Building Codes, Floor Standards, Benchmarking, BOMA 360)

Tactic: Reinforce the Value of the Community through the TOBY Awards

Strategy: Invest in the Web Site (2020)

Tactic: Include Better Content

Tactic: Highlight Research, Information and Other Resources of Value from BOMA International and Promote Use of the BOMA App

Tactic: Bolster Information Around Committees

Tactic: Develop a "My BOMA" Networking Capability

Tactic: Enhance the Use of Social Media and Increase the Number of Postings on Twitter, Facebook, Instagram, etc.

Strategy: Create Means to be More Responsive to Member Needs

Tactic: Create Capability to Text Information to Members

Tactic: Create Some Topical Listservs to Enhance Dialogue Among Members

**Committee Resources: Communications Committee and Public Relations Committee**

**Financial Resources Required: Funds to support upgrading the associations web site and capabilities.**

## **Goal: Advocacy**

Objective: Continue to Build Capacity for State Advocacy (Ongoing)

Strategy: Commit to an Annual Effort

Tactic: Plan Annual Visits to the State House on Issues of Concern (e.g. Open Carry, Cannabis)

Tactic: Partner and Coordinate with BOMA Tulsa

Tactic: Leverage BOMA International Resources including Staff Expertise, GovHawk for Issue Tracking and Issues Papers (e.g. Scooters)

Objective: Be Active Participants in and Quantifiers of Federal Legislative and Regulatory Activities (Ongoing)

Tactic: Participate in Semi-Annual Issues Conference and Advocacy Committees

Tactic: Highlight Efforts Around Building Codes

Objective: Be Players in Oklahoma City Affairs (2020)

Strategy: Create the Capability to Vet and Take Positions on City Issues Impacting Member Companies

Tactic: Continue to be Involved in MAPS

Tactic: Look for Opportunities to Partner with the Chamber of Commerce and Other Groups on Business Issues of Mutual Interest

#### **Committee Resources: Government Affairs Committee**

### **Goal: Education and Training**

Objective: Be the Commercial Real Estate Thought Leadership Provider of Programs on Current Events, Trends, and Best Practices (Ongoing)

Strategy: Strategize the Most Relevant Topics and Speakers for Luncheon Programs

Tactic: Utilize Presented Material in Social Media and Web Site Postings

Tactic: Bring in BOMA International's Director of the BOMA 360 Program to Discuss High Performance, Best Building Practices

Strategy: Create Inexpensive Topical Networking Forums Like "Cookies and Breaks" or Lunch and Learns

Tactic: Offer Topics of the Day – Medical Marijuana, Smoking – Vaping, Concealed Carry, Scooters, etc.

Objective: Leverage the Human and Intellectual Resources Available at the 2020 Southwest Regional Conference in Oklahoma City

Strategy: Plan Co-Located Events for BOMA Oklahoma City Members During the Regional Conference

Tactic: Organize an Education Session or Sessions Utilizing Regional Leaders and/or BOMA Fellows

Tactic: Include Members in a Social Event as well as TOBY Awards

Objective: Be the Home for Women in Commercial Real Estate (2020 and Annually)

Strategy: Hold a Program or Programs for Women in Commercial Real Estate

Objective: Utilize Resources and Programs Offered by BOMA International and BOMI International (Ongoing)

Strategy: Market New Programs being developed by BOMA and BOMI and the new Commercial Real Estate Certification Institute

Tactic: Promote the new Certified Manager of Commercial Properties (CMCP) Certification (Fall 2019)

Tactic: Evaluate new Online Educational Programs as they are Introduced (2020 – 21)

Strategy: Evaluate Offering BOMA International Educational Offerings (2020)

Tactic: Offer BOMA's Foundations of Real Estate Management Course including requesting a free offering to restart educational efforts.

Tactic: Market BOMA International Webinars

Strategy: Explore Offering BOMI Certificate Programs

Tactic: Brainstorm Opportunities as well as Marketing Support with BOMI Staff

**Committee Resources: Education Committee and the Program Committee**

**Financial Resources Required: Hosting funds to include members in select regional conference events.**

### **Draft Value Proposition**

BOMA Oklahoma City is the place commercial real estate professionals come together to discuss business by exploring trends, best practices, case studies, and solutions. BOMA is a strategic business partner focused on enhancing value for companies, buildings and individuals. It is a welcoming community that has been an integral part of the city since 1928.

### **Actual Phrases**

Specific Place of Like Kinds

Vendors – problem solving, resource partners

Expense Savings \$

Knowledge – Best Practices – Solutions

Protecting Assets – Preparedness

Fun, Welcoming Community