

BOMA
— BRITISH COLUMBIA

**2024
2026**

STRATEGIC PLAN

Background

In February 2024, BOMA BC's board and senior staff developed a strategic plan for the next three years.

To ensure the plan aligns with our members' needs, we conducted in-depth interviews, external benchmarking, and a member satisfaction survey in November 2023.

This report summarizes the strategic planning workshop outcomes. The BOMA BC 2024-2026 Strategic Plan outlines our path to continue excelling as a leading, member-focused association.

The long form of our Strategic Plan, made in tandem with The Portage Group, is available for download [here](#).





Economic Climate:

Addressing challenges posed by rising interest rates and commercial property taxes.

Decarbonization:

Supporting members in achieving building efficiency and resilience to climate change, aligned with decarbonization and ESG legislation.

Our Key Areas to Address

Impact of Rising Poverty & Crime:

Tackling issues of crime, homelessness, and addiction in urban centers.



Labour & Recruitment:

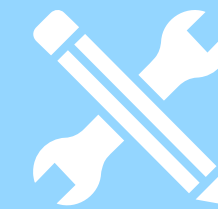
Focusing on strategies for recruiting, training, and retaining professionals, with an emphasis on diversity, equity, and inclusion.

Our Five Areas of Focus

1. Advocacy & Government Relations



2. Education, Information & Resources



3. Member Programs & Services



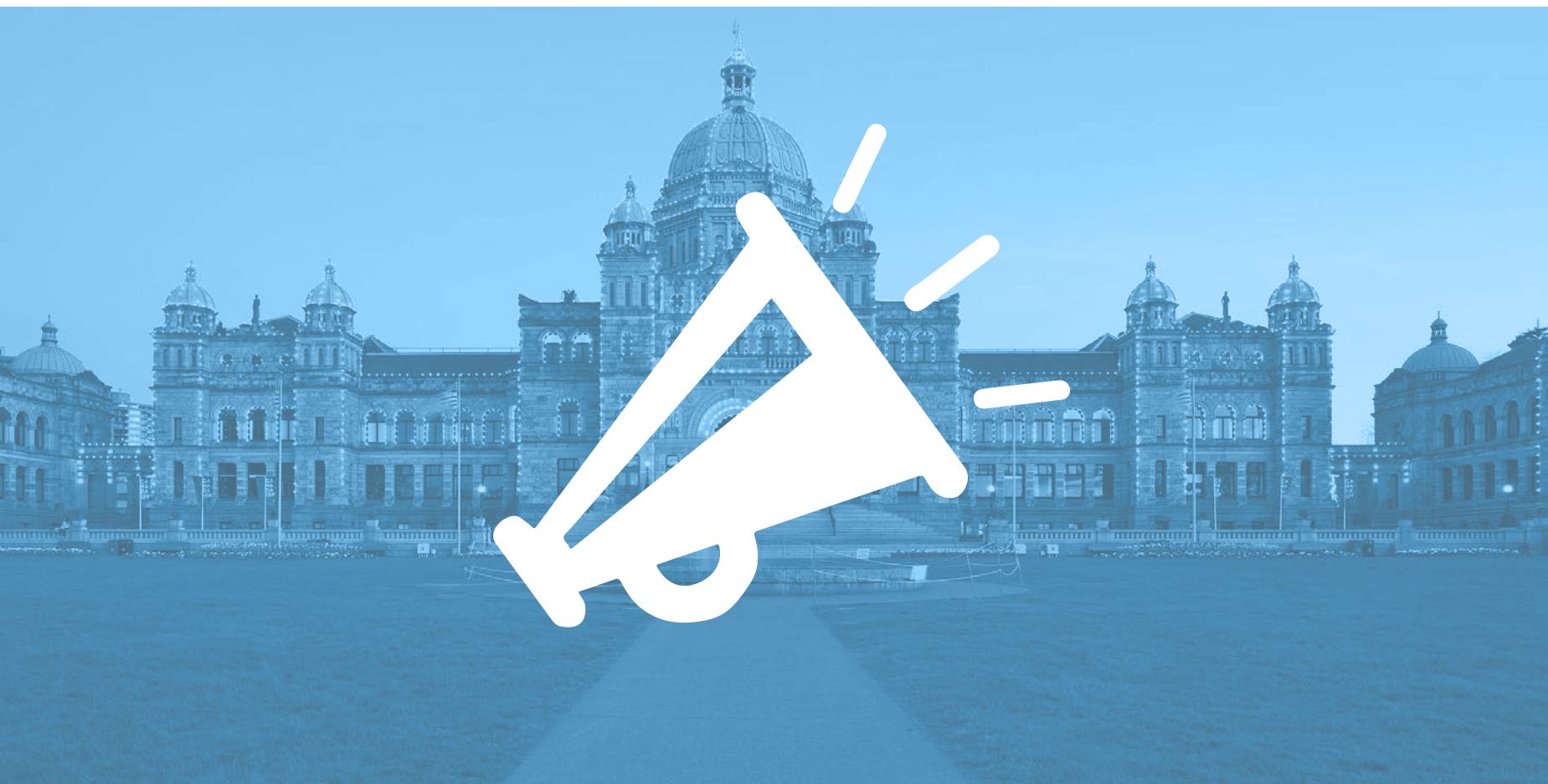
4. Networking and Events



5. Justice, Equity, Diversity & Inclusion (JEDI)



1. Advocacy & Government Relations



Goal:

BOMA BC continually identifies awareness opportunities, issues, and policy changes that affect the commercial real estate industry and advocates for favorable outcomes.

Objectives:

1.1. At least quarterly, ensure consistent touchpoints with municipal and provincial partners for each level of government.

1.2. Annually, and as needed, conduct a member survey or focus groups to gauge perspective on top issues that will inform BOMA BC's advocacy platform.

1.3. Collaborate with other associations (Downtown Vancouver, other BIAs, GVBOT, CFIB, BOMA Canada, etc.) regularly and on an issue-by-issue basis, ensuring that BOMA BC's voice is heard, and that we are top of mind when governments are looking for consultation.

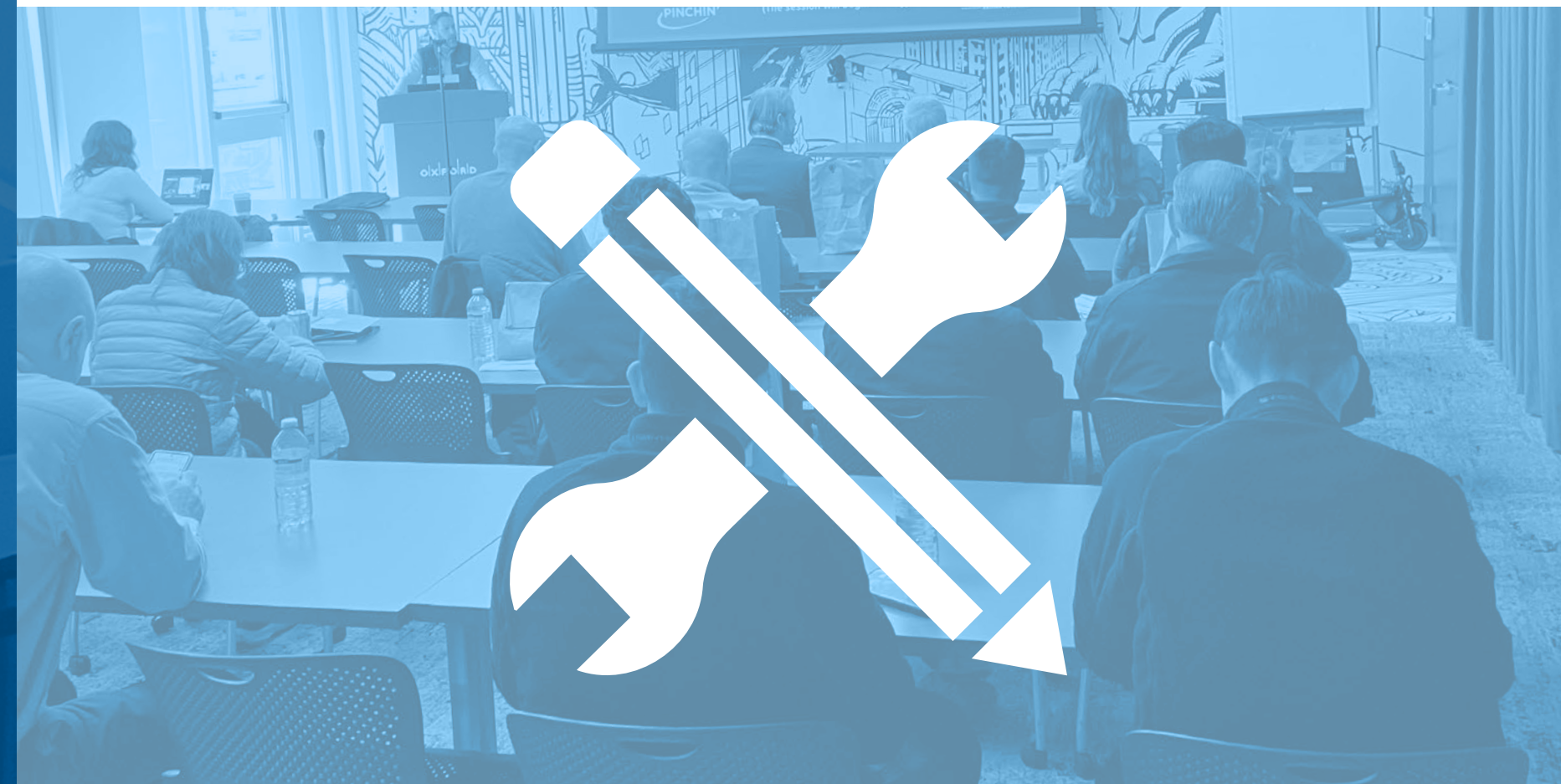
Objectives:

2.1. Review all education offerings and resources and post event feedback to ensure they are relevant to stakeholders and current to our industry by March 31, 2025.

2.2. Keep our members well informed on trends and resulting industry impacts so that all stakeholders can make effective business decisions and preparations. BOMA staff to review every six months.

2.3. Expand the focus of educational offerings to reflect the diversity of all types of commercial real estate and stakeholders. Arrange for three events per year, with two of these events located outside of Vancouver.

2. Education, Information & Resources



Goal:

We will provide relevant, dynamic and forward-thinking education, resources and information in all aspects of the commercial real estate industry to assist members in making informed business decisions.

3. Member Programs & Services



Goal:

Our relevant and trusted offering of programs and services positively impacts the business objectives and drives value for the companies we serve.

Objectives:

3.1. By the end of 2024, successful launch of BOMA decarbonization accelerator program, with a robust marketing campaign to onboard 15 buildings and 25 per year thereafter.

3.2. By the end of 2025, evaluate existing services to stop or reconfigure and identify at minimum one new service to start.

3.3. By next BOMA member survey, increase percent of members who are aware of services and programs by ten percent, on average.

4. Networking & Events

Objectives:

- 4.1.** Hold five events outside of the lower mainland per year.
- 4.2.** Have luncheons live streamed by the end of 2024, including a translator 'closed captioning' and library.
- 4.3.** Increase underrepresented groups' attendance at networking and events.



Goal:

We offer extensive and diverse networking opportunities and events that attract all members of the commercial real estate industry.

5. Justice, Equity, Diversity & Inclusion (JEDI)



Goal:

BOMA BC, to educate itself in JEDI, seeks to understand the needs of the commercial real estate industry, and implements initiatives that are identified as a priority.

Objectives:

5.1. Provide one education seminar in Q1 2025.

5.2. Hire a consultant or educator to provide training to the board of directors and BOMA staff by end of Q3 2024.

5.3. Develop and send out a member survey (including as many employees as possible) to determine JEDI priorities by end of 2024.

5.4. Develop a JEDI framework and plan for the next two years incorporating findings from the survey so that JEDI is woven into the fabric of BOMA BC.

5.5. Release announcement to membership by the end of Q2 2024, stating JEDI as a strategic priority and identifying the timeline of what's to come.