

2018 STRATEGIC PLAN



BOMA ST. LOUIS MISSION STATEMENT:

To represent and promote the interests of the commercial real estate industry through effective leadership, advocacy, exchange of information, and professional development.

Goal 1: MARKETING

OBJECTIVE: REINFORCE THE BRAND AND VALUE OF BOMA ST. LOUIS

Strategy: Diversify Communication Channels to Reach Multiple Levels of Professionals and Generations with Visual Message for Each.

OBJECTIVE: ENHANCE MEMBER AND CUSTOMER CONTACT

Strategy: Explore Ways to Make the Web Site More Interactive and Valuable through Surveys and Clear Messaging of Benefits

OBJECTIVE: GENERATE ADDITIONAL NON-DUES INCOME

Strategy: Continue Current Menu of Offerings, Including the Golf Tournament, Expo, Sponsorship Program, Foundations in Real Estate Management, the Home Depot Rebate Program, and BOMA 360

OBJECTIVE: ENHANCE THE VALUE OF AFFILIATION WITH BOMA ST. LOUIS AND THE RECOGNITION THAT COMES WITH IT

Strategy: Report on Member Case Studies, Recognition through Local Media and Industry News

Goal 2: EDUCATION & TRAINING

OBJECTIVE: WORK TO BRING BOMI DESIGNATION OFFERINGS BACK TO ST. LOUIS (2018)

OBJECTIVE: EXPAND MENU OF OFFERINGS, INCLUDING BROWN BAG LUNCHEONS, WEBINARS, ACCREDITED CLASSES FOR LICENSING, AND MORE TOPICAL SEMINARS

OBJECTIVE: DEVELOP A REPUTATION FOR SUCCESSFUL CAREER DEVELOPMENT (2018)

Strategy: Develop a Mentoring Capability
Strategy: Develop a Roadmap for Successful Careers in CRE

OBJECTIVE: INCREASE PARTICIPATION, BUSINESS NETWORKING, AND ATTENDANCE AT MAJOR EVENTS

Strategy: Reach Out and Partner with Other Groups
Strategy: Keep the Focus on Fresh Topics and New Experiences

Goal 3: MEMBERSHIP

OBJECTIVE: ATTRACT AND RETAIN PRINCIPAL MEMBERS

Strategy: Develop Campaigns for New Member Recruitment
Strategy: Orientation and Involve New Members
>> "BOMA Ambassadors"
>> Offer Regular Orientation Sessions for New Members

OBJECTIVE: FOCUS ON CREATING VALUE FOR PARTNERS – ASSOCIATE MEMBERS

Strategy: Enhance Recognition for Investments, Involvement, and Accomplishments
>> Identify Opportunities to Celebrate Company and Individual Contributions (e.g. Monthly "BOMA Stars")
Strategy: Continue to Offer Sponsor Showcases
>> Speed-Networking
Strategy: Produce Topical Programs

OBJECTIVE: RETAIN NEW, EMERGING PROFESSIONALS

Strategy: Apprentice Programs

OBJECTIVE: BUILD THE COMMUNITY OF ENGINEERS

OBJECTIVE: CONTINUE COMMUNITY INVOLVEMENT AND OUTREACH

Goal 4: ADVOCACY

OBJECTIVE: ENHANCE CITY OF ST. LOUIS EFFORTS AND IMPACT

Strategy: Focus on Local, State, and Federal Office Building Codes
>> Tactic: Develop Relationships with Code Officials
>> Tactic: Offer Brown Bag Lunch with REMs and City Officials
Strategy: Identify Municipal Issues of Importance
>> Tactic: Taxes Watchdog, Property Assessments, Other(s)

OBJECTIVE: PARTNER ON BOMA INTERNATIONAL ON FEDERAL ADVOCACY

Strategy: Fully Participate in Major Meetings including the Semi-Annual Legislative Conference in Washington, D.C.
Strategy: Promote BOMA PAC

OBJECTIVE: STATE ADVOCACY

Strategy: Look for Future Issues and Opportunities
>> Tactic: Partner with BOMA Kansas City as the Need Arises



GOALS BY COMMITTEE

Goal 1: MARKETING	Goal 2: EDUCATION & TRAINING	Goal 3: MEMBERSHIP	Goal 4: ADVOCACY
All Committees	Emerging Professionals Program Careers in Commercial Real Estate Codes Committee Communications Emergency Preparedness Foundations of Real Estate Course Green Committee Careers in Commercial Real Estate Sam Weintraub Scholarship Judging	Emerging Professionals Program Awards Committee Careers in Commercial Real Estate Communications Community Outreach Green Committee Golf Tournament Committee Industry Expo Committee Membership Committee Programming Committee Sponsorship Committee	Codes Committee Communications Government Affairs/Advocacy Committee Green Committee

VALUE PROPOSITIONS

PROPERTY MANAGERS (PRINCIPALS):

- BOMA involvement, education and training will improve leadership, professional and technical skills contributing to a successful career in commercial real estate.
- Effective local and federal advocacy to protect the industry's assets and act as an early warning system on change.
- Timely, topical, and quantifiable information on the business case for how BOMA involvement generates NOI and enhances building asset values.
- A safe community to problem solve and compare notes with colleagues and friends.

PARTNERS (ASSOCIATES):

- Networking opportunities and introductions to develop relationships that lead to new business and enhance member loyalty.
- Insights into issues, concerns and the sharing of best practices that help identify product and service opportunities as well as contribute to collective approaches for the betterment of the community.
- Full participants within BOMA, including committees, to share expertise, experience and resources in building BOMA's marketplace brand, visibility and effectiveness.
- Individual and company recognition for contributions made to BOMA St. Louis.