



BOMA
EDMONTON

Highlights
2021



Real Estate Mayoral Forum

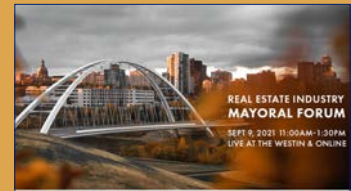
**Strategic
Priority #1:
Be a leader
in economic
recovery
through
collaboration**

Objectives:

- Strengthen BOMA brand recognition
- Better PR for the industry
- Be sought after for expertise
- Strong partner and player

Highlights

- Lisa Baroldi, BOMA Edmonton’s President & CEO, became co-chair of BOMA Canada’s new national advocacy committee.
- Hosted a joint industry mayoral forum for 400+ people in collaboration with 6 other real estate industry associations in the Edmonton region. Ahead of municipal election, we created a briefing note on CRE and interviewed each council candidate with NAIOP.
- BOMA Edmonton initiated a bi-weekly meeting with NAIOP Edmonton and with NAIOP Calgary, NAIOP Edmonton, and BOMA Calgary. Go Team CRE YEG and Team CRE Alberta!
- Awarded \$64K from the City of Edmonton for a safety and economy survey lead by industry and spearheaded a red tape reduction initiative
- Spearheaded first national letter signed by ALL major Canadian CRE orgs. Industry first, Association second!
- Put pressure on the feds regarding CERS and have set a precedent for future CRE engagement at the national level.
- Initiated the establishment of a regional economic recovery working group with Doug Schweitzer, Alberta Minister of Jobs, Economy and Innovation.



Ahead of municipal elections, BOMA Edmonton collaborated with other real estate industry associations to inform candidates, advocate for our industry priorities, and host meaningful conversations between candidates and BOMA Edmonton members.



Real Estate Mayoral Forum

Strategic Priority #2: Tangible results in Equity, Diversity, and Inclusion (EDI)

Objectives:

- Change the image of EDI in the industry
- Increase diversity within BOMA
- Increase inclusion and be a leader in three key areas: Indigenous, Next Gen, and Geographical inclusion

Highlights

- Secured \$264K from Alberta Real Estate Foundation Legacy Fund for an Indigenous Inclusion in CRE project - 20 Indigenous people entering industry and 50 CRE companies/professionals will receive Indigenous training.
- \$25K in free consulting from MacEwan students on how to engage emerging leaders in the industry.
- Title sponsor for new University of Alberta Real Estate Club CRE podcast.
- Hosted a dialogue about Understanding Urban Reserves that became a resource for City of Edmonton’s Urban Reserves webpage.
- First female BOMA Edmonton CEO and Chair at the same time, which was quite a buzz in the industry.
- Lisa Baroldi co-produced and facilitated BOMA Canada Pre-Summit on Indigenous Economy for 400+ CRE professionals.
- Women and Emerging Leaders were on 95% of our panels in 2021.



Understanding Urban Reserves panel discussion including Chief William “Billy” Morin (Enoch Cree Nation), Tim Daniels (COO, Treaty 1 Development Corporation), and Laura Hartney (Regional Planning Manager, City of Saskatoon)



2021 Charity Golf Classic

Strategic Priority #3: Modernize operations and communications

Objectives:

- Increase and diversify membership and partnership/ sponsorship
- Increase and diversify membership and partnership engagement
- Improve satisfaction levels

Highlights

- 12+ positive media mentions for BOMA and commercial real estate industry members.
- 20+ features for members in media and conferences.
- Foundational systems in place - new website, new membership management, new event registration system - saving thousands of dollars of resources spent doing things manually and troubleshooting.
- 0 principal members leave; 3 new ones join
- 4 Edmonton recipients of national BOMA awards, 1 Edmonton recipient of international BOMA award (Member of the Year).
- 1600 tickets sold for events in 2021 - very good for mostly virtual events!
- 59% increase in Linked-In followers
- Doubled and diversified golf sponsorship; opened spots for 100 more golfers.
- Increased grant revenue \$320K, sponsorship revenue \$40K, royalties \$4K.
- Refreshed committee mandates and added 20+ new committee seats.



BOMA Edmonton featured on the cover of Edmonton Construction Association's Breaking Ground magazine.



BOMA Edmonton website redeveloped in 2021: www.bomaedm.ca