



NEWSLETTER

- 2021 Real Estate Forecast Provides Optimism
- Managing Plug-Load In Your Property
- Building Energy Performance Policy: Pathways to Compliance

JANUARY 2021

UPCOMING EVENTS 2021



*All in-person events have been postponed or canceled until further notice.
However, we will continue to hold virtual events throughout the year.
Please be sure to check our social media pages for updates.*

Tuesday, February 2nd
Emerging Leaders Event - 12PM
Lunch with an Industry Leader**

Wednesday, February 10th
Associate Member Committee Meeting - 3PM**

Thursday, February 11th - 4:30PM
Cheers & Beers Networking Event
Hosted by BOMA Suburban Committee
[CLICK HERE TO REGISTER](#)

Wednesday, February 17th - 12PM
Monthly Membership Meeting

Thursday, February 25th
Executive Committee Meeting**

Thursday, March 4th
Board of Directors Meeting**

[CLICK HERE FOR THE FULL CALENDAR](#)

Contact us at 215-567-1775 or info@bomaphila.com with any immediate questions or concerns.

***Denotes invitation only*

COVID-19 RESOURCE PAGE

From the onset of the Coronavirus pandemic, BOMA Philadelphia has been committed to providing you with the latest industry resources, tools and information surrounding the COVID-19 Pandemic. Below is a broad overview of some of the resources, a compilation of resources can be found on our website - bomaphila.com

We remind you of the following resources:



Improving Occupant Safety Inside Buildings

(During & Post COVID-19)

Reference Material for Building Owners, Managers,
Operators & Occupants of Buildings

Charles Funk **Jacobs** | Global Solutions Director – Building Systems

Sign up to receive up-to-the-minute text alerts from the city communications system by texting the word COVIDPHL to 888-777.

[CLICK HERE](#) for BOMA International's New Guidance to Navigate COVID-19 Operational Challenges

[CLICK HERE](#) for the COVID Alert Pennsylvania App

[CLICK HERE](#) for the BOMA International COVID-19 Commercial Real Estate Impact Study

[CLICK HERE](#) for the City of Philadelphia Building Energy Performance Program (BEPP) Resource Page

[CLICK HERE](#) for Real Estate Tax Guidance Resources

[CLICK HERE](#) to locate all Food Distribution sites



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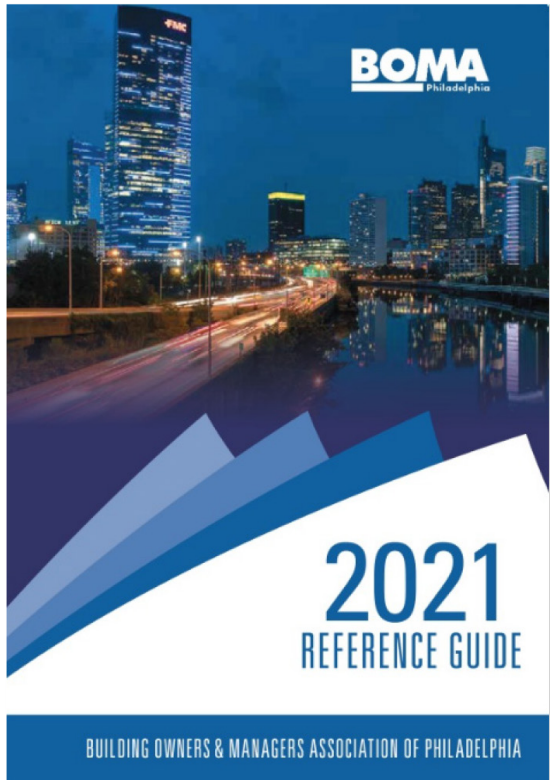
[CLICK HERE](#) for BOMA Philadelphia's guide to Associate Member partners providing critical building services in response to COVID-19.



[CLICK HERE](#)

COVID-19 RESOURCE CENTER

2021 BOMA Philadelphia Reference Guide



HAVE YOU RECEIVED YOUR 2021 REFERENCE GUIDE?

Our annual reference guide for our BOMA Philadelphia members have been mailed out. If you have not received your 2021 Reference Guide, please let us know at info@bomaphila.com & we will send one out to you.



PROMOTIONAL OPPORTUNITY

Advertise in the BOMA Philadelphia Monthly Newsletter!

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THANK YOU FOR YOUR SUPPORT!!



Cheers & Beers with Workhorse Brewing Co.

LEARNING FROM SUBURBAN SMALL RETAIL:

A Beer Tasting & Discussion

Hosted by the Suburban Committee



FEBRUARY 11TH | 4:30 PM - 6:30 PM

**CLICK TO
REGISTER**

Please join us while we support one of our suburban retailers, Workhorse Brewing Co., and learn about the impacts of COVID-19 to their industry and how they have pivoted to adapt, leading up to one of their "new" service lines - a "Virtual Beer Tasting".

The tasting includes a 4-Pack Variety of Beer, a 3-D Guided Tour of their suburban facility and discussion followed by networking.

SPECIAL GUEST:

Dan Hershberg, Co-Founder & Chief Branding Officer
Workhorse Brewing, Co.

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BOMA
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As a reminder, if you have not paid your dues please make sure to do so soon! Membership drops will be taking place at the mid-March, which may seem like a long way away, but will be here before you know it. Let me know if you have any questions or need to make changes to your membership. We accept both checks and credit cards.

Chris Reich | Finance Manager
215-567-1775 | creich@bomaphila.com

2021 DUES



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CONGRATULATIONS TO CIRA CENTRE

Winner of the BOMA International 360 Award



By authority of the BOMA International 360 Performance Program Council, **Cira Centre** has been designated a **BOMA 360 Performance Building**. They are among an elite group of properties that have demonstrated that their buildings are managed to the highest standards of excellence.

The BOMA 360 Performance Program sets the standard worldwide for operational best practices in the commercial real estate industry. For building owners and managers who want to help their properties stand out from the crowd, there is no clearer mark of excellence than achieving the BOMA 360 designation.

Earning the prestigious BOMA 360 label demonstrates that a building is outperforming the competition across all areas of operations and management. Designees report the program helped them achieve operational efficiencies as well as higher levels of tenant satisfaction.

The criteria for office buildings reflect the latest industry best practices, which have evolved since the program's inception in 2009 to include everything from electric vehicle charging stations to occupant wellness.

Congratulations to Cira Centre and the team from Brandywine Realty Trust:

Leslie Jones
Greg Squassi
Ino Rivera

For earning this esteemed designation!

Click [here](#) to view the revised criteria for office buildings and click [here](#) to view the newly created criteria for industrial buildings. If you have any questions or would like additional information about the BOMA 360 program, contact Joel Corley at jcorley@boma.org.



BOMA Philadelphia Urges City to Develop a Return to Office Strategy



Below you will find a letter that was sent to the City of Philadelphia earlier this month, outlining BOMA Philadelphia's stance on moving forward with a Return to Office strategy.

BOMA's Government Relations co-chairs, Don Haas & Rich McClure, worked tirelessly compiling data on property investments, the plethora of safety measures we now have in our buildings, the dire impact of current tenant population trends, and more.

We all recognize that safety is paramount. We also recognize that a return to pre-pandemic numbers will not be immediate, but we need to begin somewhere, and we need to begin soon. Our goal here is to get the city to modify or remove their "work from home unless impossible" messaging, and to work with them to proactively establish a safe return to the office plan, breathing life back into our buildings and the local economy.

Reaches were made to Real Estate leaders with ties to the area and you will see that several of them have lent their names and support to us. Because of the quick turnaround we were seeking, some were unable to be involved in this effort, but many provided valuable input.

Please take some time to read the letter in detail when you can. We will keep you posted as things develop. Please reach out to Kristine Kiphorn at kkiphorn@bomaphila.com with questions or feedback.

[CLICK HERE TO DOWNLOAD LETTER](#)

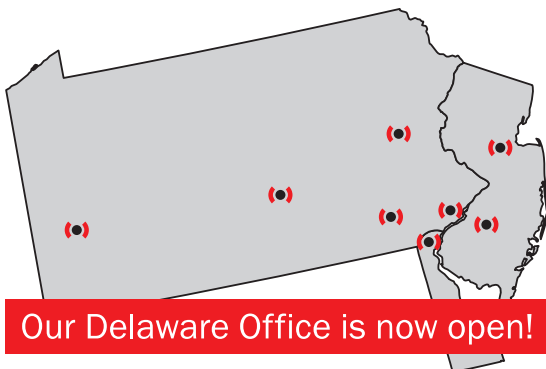


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CALL FOR WEBINAR PRESENTERS



BOMA Philadelphia is seeking webinar presentations focusing on industry education for property management.

Send a one-page outline/proposal for review by the Education & Program and Associate Member Committees.

Thank you.

Send proposals to
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Plug Load Management Recap

Presented by David Solomon, Sapiient Industries



Continuing with BOMA Philadelphia's Associate Member Partner Webinar Series, David Solomon, Chief Revenue Officer for Sapiient Industries, led a compelling virtual session on Plug-Load Management on January 12th. Plug-Load is the technical term for the energy consumed by all plugged-in devices and equipment in a building, which now represents almost one-third of total building energy consumption, and is projected to soon consume 50%, with over HALF of that expected to be wasted energy.

Webinar attendees learned that by using an enterprise plug load management solution, centralized visibility across multiple buildings is possible. David spoke of tools needed to understand and optimize plug-load in buildings. Advanced big data analytics like machine learning can identify each plugged-in device, build behavioral models based on occupants' usage of the devices, and ultimately optimize power delivery to them. This can help reduce energy bills by over 20% and improve overall facility safety and asset management.

Many thanks to David and the team at Sapiient Industries for bringing this educational opportunity to BOMA Philadelphia!

[**CLICK HERE TO VIEW VIDEO**](#)



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2021 Real Estate Forecast Recap

Presented by Kenneth McCarthy, Cushman & Wakefield



While the 2021 Real Estate Forecast event looked drastically different from the traditional one that BOMA Philadelphia holds each January, this virtual presentation was one that was full of gripping information and hope for the industry, thanks to presenter Ken McCarthy, Principal Economist & Americas Head of Applied Research with Cushman & Wakefield. Ken lent his expertise and depth of knowledge to BOMA Members, and his economic overview helped participants see the light at the end of the tunnel!

Ken shared that while the Commercial Real Estate sector should prepare for a challenging first quarter, the second half of the year should see employment & economic growth, pacing the industry and the overall economy to finish the year strong. In addition, he pointed out that the Philadelphia market entered the downturn in good shape, and is poised to make a solid return.

ROUGH START TO 2021

ONE MORE TERRIBLE QUARTER TO GO, REAL GDP



	Date of Release	2021Q1	2021Q2	2021Q3	2021Q4
Moody's Analytics	Dec 2020	1.6	4.5	4.7	5.8
Oxford Economics	Dec 2020	2.5	3.6	3.7	2.7
WSJ Survey	Dec 2020	1.9	5.4	6.3	3.8
NABE	Dec 2020	2.9	3.5	3.2	3.1
Goldman Sachs	Dec 2020	3.0	8.5	5.0	4.0
Wells Fargo	Dec 2020	1.2	3.3	8.2	6.1
TD	Dec 2020	-2.0	5.0	5.0	4.0
Bank of America	Dec 2020	1.0	7.0	5.0	5.0
Société General	Dec 2020	2.5	3.0	2.7	2.7
Deutsche Bank	Dec 2020	2.6	4.3	4.9	5.7
Average		1.7	4.8	4.9	4.3

Source: U.S. Bureau of Economic Analysis, various (left).

While 2021 will see the emergence of the “agile worker” – employees who work from home on occasion – Ken stated that this new trend shouldn’t have a significant long-term impact on real estate demands in our area, since companies still value the in-office collaborative environment, and despite the presence of work flexibility, “agile workers” will ultimately be working in the office more than out of the office.

A copy of Ken’s in-depth presentation is available by contacting the BOMA office. Email info@bomaphila.com to get your copy.



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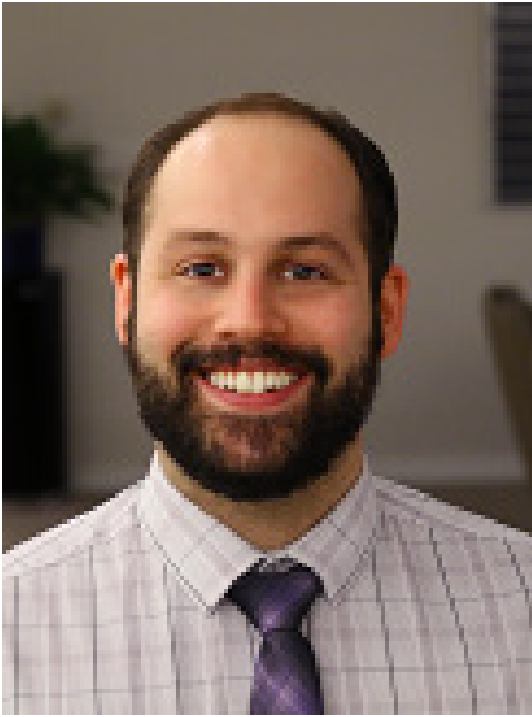
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Building Energy Performance Policy Recap

Presented by Zachary Greene, Climate Advisor, Mayor's Office of Sustainability



The City of Philadelphia's Building Energy Performance Policy ("Building Tune-Up" or BEPP), which requires nonresidential buildings of 50,000 square feet or larger to certify high performance, receive an exemption, or conduct a tune-up to improve efficiency in existing building systems, has gone into effect.

In order to gain a better understanding of the program's components, compliance and deadlines, the Government Relations and Sustainability Committees joined forces with the Mayor's Office of Sustainability to present a special webinar exclusively for BOMA members. Zach Greene, Climate Advisor with the City, led attendees through an in-depth look at conducting a tune-up, timelines, pathways to compliance and more.

By when must you comply?

Building Size (Indoor Floor Space)	High-performance Submission & Extension/Exemption Deadline	Tune-up Compliance Date
200,000 sq. ft. and greater*	4/5/21*	9/30/21*
100,000 - 200,000 sq. ft.	4/4/22	9/30/22
70,000 - 100,000 sq. ft.	4/3/23	9/30/23
50,000 - 70,000 sq. ft.	4/3/23	9/30/24
Buildings must comply again every five years		

*All buildings larger than 200,000 sq. ft. are eligible to apply for a six-month extension due to COVID

A copy of the presentation is available from the BOMA office – request yours by emailing info@bomaphila.com. See below for some important dates and deadlines.

ZOOM Fatigue

Here Are Six Ways to Find Balance and Stay Connected



- Take a few moments before clicking “Start” to settle and ground your attention. Take a few breaths, feel your body on the chair, notice whatever is present in your mind and allow yourself to arrive fully to the moment at hand. If you’re feeling unsettled or preoccupied, you might place your hand on your heart in a supportive and comforting way as if to say “I’m here for you. It’s ok to feel how you feel at this moment.”
- Take the time to truly greet whoever is in the room with your full attention—offer your attention to each face that appears (if the group is not too big). Give yourself a moment for each person to make an impression on you, and “take in the good” as Rick Hanson would say. Give yourself an opportunity to feel what it feels like to be in the presence of another.
- Choose “speaker view.” In Zoom, one can choose Speaker View or Gallery View, and I think I prefer Speaker View so that the one person who is speaking has more of my attention and the others are more peripheral. This seems to be more like sitting around a conference table where we are aware of everyone there but we direct our attention primarily to whoever is speaking. Tracking an array of 24 (or more) faces on the screen can be a challenge!
- Resist the urge to multitask. I sheepishly have to admit that I am a multi-tasker on Zoom many times and have been known to read and fire off several emails while also sitting in a meeting. This has got to stop. Not because I need to hyper-focus on just what is happening in the meeting, but because I can’t be putting additional effort into attending to anything else. If anything, I need to let go of a bit of “efforting” and let my attention rest more lightly and lovingly on what (and who) is before me. I can periodically ease up my focus and look out the window behind my screen, or at the knick-knacks on the shelves in my office, or just soften my gaze to take in the array of faces on my screen (to see without looking) without having to analyze or scrutinize any of them.
- Try to take measured breaks between sessions. As a clinical psychologist, when I used to do psychotherapy, I was fairly good at enforcing a 50-minute hour. That gave me ten minutes to write notes, run to the restroom, get a drink of water and generally settle and decompress. Quite often my Zoom meetings run back to back and I find that sometimes my Zoom room becomes a kind of random encounter anteroom where people from various aspects of my personal and professional life bump into each other for a few moments on their way in and out of a meeting with me. Fun as these moments are sometimes, I need to take better care of my precious attention and energy, and take a refreshing pause. Why not give that a try yourself?
- And finally, remind yourself periodically that this is a new place between presence and absence that we will have to learn how to accommodate as we go forward into the uncertain future. It is both better than absence (imagine life in a pandemic without FaceTime, Zoom, Skype and the rest) and not quite as resonant as presence (do we know if mirror neurons still function over the internet like they do in person?). Let’s see if we can simultaneously refrain from high expectations without dismissing the clear benefits of online communication.



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CUSHMAN & WAKEFIELD SHOWS OWNER COST & TIME SAVINGS VIA KINGS III

You may not always expect a small line item, such as the emergency help phones on your property, to yield standout cost savings, but the proof is in the pudding. Here's Cushman & Wakefield's saving success story made possible by Kings III with one of the buildings it manages in Dallas: a high-profile commercial office tower that needed an updated emergency communications solution.



THE NEED

Before implementing Kings III, this building was using a two-way intercom system across 50 elevator phones and 12 garage and parking lot area of refuge phones, which all rang to the company's 24/7 onsite security personnel. Understandably, these employees were already extremely busy, and expecting them to also man more than 60 phone lines was unsustainable.

The building sorely needed an **equipment and monitoring update**, but considering the staff's other core responsibilities, the transition would require 2-4 years. Ownership needed to roll this out efficiently and reliably with the ability to troubleshoot any unforeseen complications along the way.



CHOOSING KINGS III

Kings III listened to the staff's needs and developed a proposal for converting the 50 elevator and 12 area of refuge emergency phones over to a better solution. It was an attractive option to Cushman & Wakefield and to the property owner, specifically because it provided:

- ✓ **A more reliable service and monitoring approach**
- ✓ **Ease of installation and low cost for converting the existing system**
- ✓ **Substantial monthly cost savings**
- ✓ **Removing monitoring burden from onsite staff by shifting that responsibility to Kings III's expertly-trained Emergency Dispatch Center.**

IMPLEMENTATION

Cushman & Wakefield had **budgeted \$96,667** and **2-4 years** of time for installation completion for this project. **Kings III installed it for free in two days!** No dedicated phone lines were needed for any of the phones, and they were monitored directly by Kings III AEMD and CPR-trained operators, taking the responsibility off of the security guards.

SAVINGS WITH KINGS III

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EXPERT'S CORNER

Starting off 2021 with COLOR; Enhancing Safety, Wellness and Profitability

Let's face it, 2020 was not a year to feel merry and bright. Although the pandemic has forced many people to work or learn from home, the reality is that many don't have that luxury. Many healthcare, commercial offices, warehouses, education, hospitality & retail staffs are back to work or school (or never left!)

For many clients, having staff and students return and work corroboratively is key. Not only is this important for productivity, the socialization of "people" was greatly missed! Maintaining the interior and exterior of our properties is even more important as we create safer work and school spaces, avoid costly over halls, and overall protect the value of your clients' investments with power washing and paint!



Paint Used in Safe Redesigns

Property owners and facilities managers are challenged to create temporary or redesign spaces to adhere to new safety guidelines and physical distancing. The need for paint and wall coverings are an important piece of the puzzle.

The pandemic has further resulted in many warehouses running busier than ever, mainly catering to food, pharmaceuticals,

and essential goods. Property managers need to keep these spaces clean, and pay special attention to floor and wall coatings which receive enormous wear and tear. This impacts not only the safety and health of what employees are packaging, but also protects employees from slips and falls.

Paint Promotes Productivity

Many offices have rows of grey cubicles and walls – it's outdated and depressing. Paint is an easy way to update your spaces, enhancing the overall mood of your employees. Even if you're painting modular movable walls, use paint to create an atmosphere where employees are happy to work, motivating and encouraging their productivity!

With people excited to be back at their gyms and recreation facilities, maintaining with paint is key. After school care programs at YMCAs or wellness centers also need to be clean, look fresh and most of all, create a welcoming environment.



Paint Creates Clean, Experienced Look

We all know the importance of a clean space, but first impressions are influenced by the “look” of your facility. Your space may be routinely cleaned and disinfected, but peeling paint, dirt marks and scuffed walls leads your customers to believe that you’re not taking care of your property – or worse, that it’s “dirty”, far from the impression you want to give your customers during or post pandemic. Creating a clean look also makes your customers feel safe and comfortable with your experience!

Paint Markets; Improves Profitability

You are a property manager who’s challenged to turn over spaces quickly. Paint is the easiest way to repair damage and spruce up spaces. If your walls are of a neutral shade, prospective tenants will be able to easily visualize. Creamy colors like ivory or beige also open up the smaller rooms of your space, making them look larger and brighter.

This also applies to the exterior of your buildings. Is it dirty or dingy? Is there weather-related damage? Repair, power washing and paint maintains the exterior and negates the high costs if you leave your property uncared for. Plus, this competes for and entices customers back to shopping, dining and entertainment properties!

Written by: Grace Zarnas Hoyer, Director of
Business Development and Marketing
G.C. Zarnas & Co. Inc.
Commercial Painting Division

For additional information contact
ghoyer@gczarnas.com

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There is no cost to enroll in the program. Rebates are distributed annually at the end of the rebate period, which runs through February, and annual purchases must total a minimum of \$25,000 to qualify. This program is for commercial accounts only and is open to all BOMA members, including associate members.

Enroll now and start earning money on your company's Home Depot purchases. Be sure to enter the program code BOMA when you register. If you are already enrolled in the program, be sure your account and payment information is up-to-date so that you don't miss out on any savings or rebates.

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