



BOMA/GLA'S ROAD TO RESILIENCE

IMPORTANT ACTIVITIES DURING COVID-19 PANDEMIC

BOMA/GLA met with LA County Health Department about the emerging COVID-19 threat.

BOMA California lobbied to ensure all rent owed is still legally due as cities passed eviction moratoria.

Learning of a potential local shut-down, BOMA/GLA initiated marathon meetings until minutes before local stay-at-home order was announced, ensuring building operations are deemed "essential" work.

LA Mayor Eric Garcetti announced formal "Safer at Home" program in response to Coronavirus epidemic.

Governor Newsom later issued first Stay at Home order.

BOMA/GLA Coronavirus Resource Center (CRC) launched.

As tenants prepared to return, BOMA/GLA pushed the City and County to release clear re-entry protocols and clarify tenant vs. landlord responsibilities to prevent the spread of COVID-19.

Over 30 blog posts written on updated rules, protocols, and re-opening checklists.

SB 939 introduced. BOMA/GLA immediately launched grassroots advocacy effort, leading to defeat of the bill.

BOMA/GLA Board of Directors began monthly meetings to address association needs during COVID-19 pandemic.

City of LA published "Resuming Operations Toolkit for Offices," including guidance that BOMA/GLA requested to clarify owners'/managers' responsibilities during COVID-19.

Split Roll initiative officially listed as Proposition 15 on November 2020 ballot.

BOMA/GLA joined No on Prop. 15 coalition.

Began member awareness campaign and fundraising in coordination with No on Prop. 15 campaign and BOMA California.

MARCH

MAY

JULY

APRIL

JUNE

AUGUST

BOMA on the Frontline blog launched.

After weeks of meetings and testimony, BOMA/GLA successfully advocated against a rent freeze and classifying missed rent as consumer debt.

Mayor Garcetti requested input from BOMA/GLA on possible relief measures for owners.

BOMA/GLA formed COVID-19 Working Group met for first time to develop guides and resources.

BOMA/GLA joined BizFed COVID-19 Economic Recovery Task Force.

BOMA/GLA hosted COVID-19 Re-Entry webinars.

Online Learning Center launched.

Blog posts continued to address current events and member needs, including Civil Unrest preparedness.

SB 939 defeated.

LA City Council proposed vacancy tax. BOMA/GLA immediately engaged members to oppose. The proposal was dropped.

Board of Directors officially opposed Culver City Measure RE – a massive, ten-fold increase in the city's real estate transfer tax. BOMA/GLA immediately secured BizFed's opposition.

Virtual CRE Summit and Showcase is announced to take place on October 28-29.

Finalize schedule of events for 2020

*Building
ON OUR
Strengths*

BOMA 100 YEARS
Greater Los Angeles 1915-2015

BOMA/GLA 2020

Building ON OUR *Strengths*

BOMA/GLA is on the *road to resilience* and we are *building on our strengths* along the way. Our award-winning advocacy program, expanded educational offerings, and community engagement provide members with support, connection, opportunities, and resources needed to survive and thrive.

This renewal season, membership is more important than ever. BOMA/GLA continues to be a vital link between our members and a constantly-changing environment. Protect your investment by continuing to invest in your association--BOMA/GLA.

Defeated SB 939. Saved CRE
\$11 billion
billion statewide in rental income

2,500 visits to our
Coronavirus Resource Center

8,000
page views
on our new blog
www.bomaonthefrontline.com

100+
articles published

2,000+
connections on social media

25 participants
in the Rising Stars Program

BOMA 100 YEARS
Greater Los Angeles 1919-2019

ADVOCACY

Negotiated late property
tax fee waivers from
10% to 0%

75 meetings
with elected officials and government
staff in response to the pandemic

Defeated Measure FD - a
\$0.06 / sq ft
parcel tax

3,000+ users
on our new blog,
www.bomaonthefrontline.com

Launched the new
**Online Learning
Center**

1,700 attendees
in 35+ webinars

EDUCATION

COMMUNITY ENGAGEMENT

100+ committee
members/leaders actively engaged

Won 5 TOBY Awards
4 - Pacific Southwest Regional Winners
1 - International Winner