

Government Affairs Awards of Recognition
Entry Form

1. Local/State Association BOMA Georgia

2. Name of person completing form Brandy Mitcham

3. Street address 5901-C Peachtree Dunwoody Road, Suite 300

4. City, State, ZIP Atlanta, GA 30328

5. Phone (404) 475-9980

6. Fax (404) 475-9987

7. E-mail bmitcham@bomageoriga.org

8. Awards Category (you may enter more than one, but you must complete a separate form for each entry)

Outstanding Government Affairs Committee

Outstanding Single Government Affairs Issue

Outstanding Government Affairs Program or Seminar

9. State Coalition/Local Association Size

Large: 300 members and up

Medium: 150 – 300 members

Small: Below 150

10. State/Local Association's Budget

\$500,000 and above

\$350,000 up to \$500,000

Less than \$350,000

11. What was the date/timeframe within which this committee/program/issue/seminar took place?

February 25, 2014

BOMA International Government Affairs Awards of Recognition

BOMA Affiliate: BOMA Georgia

Category: Single Government Affairs Program/Seminar

Entry Title: BOMA Georgia Day at the Capitol

Summary: This entry highlights the success and effectiveness of BOMA Georgia's Day at the Capitol. This annual event allows BOMA Georgia members to interact directly with members of the Georgia General Assembly. It has grown in its visibility, outreach and attendance each year. The 2014 event featured impressive speakers, record member turnout and conversations about issues important to commercial real estate in Georgia.

Description: BOMA Georgia holds an annual Day at the Capitol in an effort to reach out to elected officials, promote the association as the leading real estate organization in the state, and educate members on advocacy and current issues. The 2014 event, held February 25, was the most successful lobbying day to date for the association.

Planning for the event began months in advance, before the Georgia General Assembly had even gone into session. BOMA Georgia created a new staff position for a Government Affairs Coordinator, allowing dedicated focus on planning and organizing the event. In addition to staff resources, BOMA Georgia contracts a legislative consulting firm, Fiveash Stanley, to assist in advocacy efforts. The established relationships held by BOMA staff and legislative consultants allowed the association to reach out to legislators prior to the day of the event and ensure ample turnout by elected officials.

Attendance: BOMA Georgia had over 40 members attend the event. Many had not experienced an advocacy day and were thrilled to be an active part of the lobbying process. The day began with a display set up in the rotunda of the state capitol. This location ensured that as legislators walked into the chambers, they were aware of our presence. A member-donated breakfast drew numerous legislators in to discuss our association as well as the issues we were watching.

We also had a large turnout at our lunch. We reserved a large committee room for the gathering, yet as members of the General Assembly continued to stop by, we had many standing at the back of the room to hear from our invited speakers.

Activities: BOMA Georgia sponsored the Republican caucus breakfast and President-Elect Mark Dukes was invited to speak to the group about our organization. Dukes shared the economic impact information provided by BOMA International during his time in front of the group, ensuring they understood the importance of our industry's success.

BOMA Georgia set up a display in the rotunda of the Capitol, attracting the foot traffic of legislators as they walked into their chambers for the day. Tables were set up with information including our talking points, economic impact information and publications.

BOMA Georgia members were given an overview of the association's talking points by Government Affairs Coordinator Brandy Mitcham and lobbying consultant Haydon Stanley. The group learned how to

effectively pull their legislators from the floor and quickly speak to them about the issues on which we wish to receive support.

Following the review, BOMA Georgia members stood outside the ropes and spoke one-on-one with their legislators. For members that had not experienced an advocacy day before, they had the ability to observe these interactions first and gain comfortability with the process. Numerous first-timers commented on how surprisingly easy and unintimidating the experience was.

We moved to a committee room for a boxed lunch and invited speakers to educate members on issues throughout the state. Guest speakers included Lt. Gov. Casey Cagle, Rep. Mike Dudgeon, Rep. Margaret Kaiser, Rep. Allen Peake, and the Government Affairs Manager for the Georgia Ports Authority. BOMA Georgia members were given perspective on why various issues have the ability to impact their business, including tax reform, education and the expansion of the Savannah Port Harbor.

Following lunch, our members relocated to the Senate gallery, where they were recognized from the floor by Sen. Hunter Hill. Government Affairs Committee Chair Bert Locke received a resolution from Sen. Hill on BOMA Georgia's behalf.

Cost Effectiveness: The cost of the event was minimal compared to the outreach and visibility it provided the association. We provided breakfast to the Republican caucus and lunch for our members and speakers. Beyond that, there was no additional cost incurred. Yet, we reached out to almost the entire legislative branch.

Supplementary Materials

- Photos from BOMA Day at the Capitol
- BOMA Georgia Talking Points
- Resolutions of Recognition

Should you need any more information on this subject (including further detail or supplementary information), please contact BOMA Georgia Government Affairs Coordinator, Brandy Mitcham at bmitcham@bomageorgia.org or (404) 475-9980. Thank you for your consideration.



BOMA Day at the Capitol 2014

The annual BOMA Day at the Capitol will be held Feb. 25, 2014 from 10 a.m. until 2 p.m. We will start the day at 10 a.m. by meeting in room 406 of the Coverdell Legislative Office Building. This building is directly across from the Capitol on the South side, at **18 Capitol Square SW, Atlanta, GA 30334**. (This is labeled State Office Buildings on the map) Shortly thereafter, we will migrate across the street to the Capitol. It is suggested that you bring as little with you as possible since we will have to go through security each time we enter a building. **YOU WILL NEED A PHOTO ID.**

Our activities will include a mixture of advocacy and education. During this event, you will interact on behalf of BOMA Georgia with elected officials, staffers and others involved in state politics. Additionally, if you are interested in seeing how the legislative process works, we invite you to sit in on some of the committee hearings taking place while we are under the Dome.

AGENDA

Note: Agenda items are subject to change based on availability. As always, flexibility is key.

TIME	ACTION	LOCATION
10 – 10:30 a.m.	Information Meeting: <ul style="list-style-type: none"> - Legislative Update - How to Lobby Your Legislators 	Room 406, CLOB
10:30 – Noon	Legislator Interaction	House Chambers (3rd floor)
Noon – 1:30 p.m.	Lunch <ul style="list-style-type: none"> - Speaker Leo Beckmann with the Georgia Port Authority - Meet with elected officials 	Room 406, CLOB
1:30 – 2:00 p.m.	Observing the Legislative Process <ul style="list-style-type: none"> - BOMA Georgia will be recognized by Sen. Hunter Hill 	Senate Gallery (4th floor)

BOMA Day will officially adjourn at 2 p.m., but if you would like to attend a committee meeting or have plans to meet your legislators in their offices, feel free to continue engagement as long as you like.

DIRECTIONS

1. THE BEST TRANSIT OPTION FOR ATLANTA RESIDENTS IS TO TAKE MARTA TO THE STATE CAPITOL. Take the east/west rapid rail line to Georgia State Station. Exit station onto Piedmont Avenue. Turn LEFT and walk two blocks to Martin Luther King, Jr. Drive. You can enter the Capitol at any one of the Security checkpoints. For more information on taking MARTA to the Capitol, please visit www.itsmarta.com.

2. From the South

Take I-75/85 North to exit 245 (Capitol Avenue). At the bottom of the exit ramp, continue straight through the stop sign. At the first traffic light, turn left onto Hank Aaron Drive. The Capitol will be approximately one mile down on the left.

3. From the North

Take I-75/85 South to exit 248A (Martin Luther King, Jr. Drive). Bear right onto Martin Luther King, Jr. Drive. The Capitol will be on the left.

4. From the East

Take I-20 West to exit 58A (Capitol Avenue). Turn right on Capitol Avenue. The Capitol will be approximately one mile down on the left.

5. From the West

Take I-20 East to exit 56B (Windsor St./Spring St./Stadium). At the third light, turn left onto Central Avenue. Go to Mitchell Street and turn right. The Capitol will be two blocks down on the left.

PARKING



A. **#1 Capitol Lot:** Accessible via Capitol Sq. or Piedmont Ave. Credit Card only. \$12-\$15/day.

B. **Steve Polk Plaza:** Accessible via MLK Jr. Dr. Credit Card only. \$12-\$15/day

C. **Pete Hackney:** Accessible via Jesse Hill Jr. Dr. Credit Card only \$5/day.

ATTIRE

Business professional is recommended.

BUILDING ENTRANCE AND SECURITY

Capitol Entrance

Capitol security has recently tightened visitor access points. It is suggested you enter through a door on the ground floor. Do not walk up the big steps to the wooden doors, which they've started reserving for staff only. Once inside the building, simply take the steps or an elevator up to the second floor which is where most of our BOMA Day activities will take place.

Security

In compliance with security regulations, all visitors must enter the Capitol through a metal detector; the X-ray machine must examine hand-carried items. No weapons, including pocketknives, are allowed in the Capitol. These items should be left in a vehicle because Capitol security will not hold these items.

Identification

Each entrance to the State Capitol is secured, and all visitors are required to present government-issued photo identification (e.g., drivers' license or passport). If you do not have a photo ID, security will not let you in the building.

BOMA GEORGIA STAFF CONTACTS

Brandy Mitcham – (770) 883-2769 - cell

Erin Hall – (770) 296-5353 – cell

BOMA Office – (404) 475-9980

BOMA GEORGIA TALKING POINTS

Mission Statement: *Leading the commercial real estate community to enhance the professionalism and value of our members through education, advocacy, community involvement, membership participation and the open exchange of ideas.*

- BOMA Georgia is a commercial real estate trade association comprised of more than 1,000 building owners, property managers, facility managers, engineers and vendor business partners.
- In Georgia, commercial real estate contributes over \$3.8 billion to the state's economy, generates over \$1.1 billion in new taxable personal earnings and supports over 100,000 jobs.
- BOMA Georgia members are responsible for the ownership/management and administration of more than 150 million square feet of office space and additional millions of square feet of facilities throughout Georgia.
- BOMA Georgia became a statewide association in 2012, allowing it to concentrate its service to other markets, such as Augusta, Savannah, Columbus and Macon.
- Expanding to a state-wide association not only gives members a larger network to work within, it also strengthens our voice regarding statewide advocacy.
- As BOMA's reach expands, so does its capacity to serve as a resource to public officials. Our members are experts in the field of commercial real estate. Please contact BOMA if you ever have questions or need information about policies that may affect commercial real estate, economic development, code enforcement, property rights, etc.
- BOMA and its members are here to help, and we are excited to work with you.

LEGISLATIVE TALKING POINTS

Economic Development & Taxes

BOMA Georgia supports programs and initiatives that seek to make the state more economically viable and competitive. This includes efforts to improve infrastructure and keep taxes reasonable.

- The Association supports tax incentives and a reduced tax burden for building owners and the commercial real estate industry.
- BOMA remains committed to supporting efforts to increase the functionality of the state's transportation network.
- BOMA supports efforts to deepen the Savannah Harbor as a means of increasing the economic vitality of the entire state.

- Though they will not be enacted this session, BOMA supports legislation such as Rep. Allen Peake's (R – Macon) HB 308, Georgia Prosperity through Preservation Act, which will make our state's existing historic rehabilitation tax credit more competitive, and HB 128 Downtown Renaissance Investment Tax Credit, which provides tax credits for downtown developments.
- HB 295/755 provide alterations to the property and ad valorem tax systems which are favorable to taxpayers

Property Rights

BOMA Georgia strongly supports the rights of property owners, including the ability to control access to and the use of their property.

- BOMA objects to any effort to expand weapons carry rights if that effort does not allow property owners to have the final say on what can and cannot be brought on or into their property, including parking lots.
HB 875 preserves the right of property owners to prohibit concealed weapons on their property.
- BOMA appreciates the support of the General Assembly in preserving liability protections for property owners with the passage of SB 125 by Senator Jesse Stone (R-Waynesboro) in both chambers. This legislation codifies existing case law to preserve the legal obligation property owners must extend to trespassers. Property owners owe no duty of care other than they may not willfully or wantonly injure a trespasser.

Energy & Environment

BOMA Georgia is passionate about environmental responsibility and realizes the large impact the commercial real estate industry plays in creating a more sustainable workplace.

- BOMA supports voluntary or incentive-based green initiatives and efforts to reduce resource consumption, including energy and water.
- Our membership embraces energy efficiency and continues to support new ways to lower the cost barrier for emerging technologies, so that all commercial real estate properties can join our movement towards a more sustainable future.



BUILDING OWNERS AND
MANAGERS ASSOCIATION
OF GEORGIA
5901-C Peachtree Dunwoody Rd NE, Suite 300
Atlanta, GA 30328
www.BOMAGeorgia.org

February 27, 2014

The Honorable Casey Cagle
Lieutenant Governor of Georgia
240 State Capitol
Atlanta, GA 30334

Dear Mr. Cagle:

Thank you for attending the BOMA Day at the Capitol luncheon on February 25. We truly appreciate you taking time out of your demanding schedule to speak with members of our association.

BOMA Georgia is an association of more than 1,000 members of the commercial real estate industry including property managers, facility managers, engineers and vendor business partners. Our annual advocacy day provides an opportunity for our members to not only speak with lawmakers about issues important to the industry, but also to be educated on the potential impact of statewide policy decisions. Your presence helped make both the advocacy and education portions of our day a success, and we are very appreciative of your involvement.

I hope going forward you will keep in mind that BOMA Georgia is available to you as a resource. If you ever have questions or need information about policies that may affect commercial real estate, economic development, code enforcement, property rights, or any other area that could benefit from industry input, please don't hesitate to contact me.

I can be reached by email at bmitcham@bomageorgia.org or by phone at (404) 475-9980.

Sincerely,

Brandy Mitcham
Government Affairs Coordinator
BOMA Georgia