

Redevelopment Academy



Presenters:

Gail Hamilton, Board Member,
Academy Committee Co-Chair



Peter Moore, Board Member,
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Academy Committee Co-Chair



Q: Who is eligible to take the courses?

A: Anyone

Q: Who is eligible to receive a designation?

A: FRA Members Only



History

The FRA Board saw a need for a quality and unique training program in 2010. Education for practitioners of all types of stakeholders in the redevelopment sphere is available through courses for CRA staff, Board members, and professionals who provide services to CRAs. That initial concept has developed into the training provided through the Academy.



What is the Redevelopment Academy?

- One day training courses with a test
- Available to anyone
- Professional Designation
- Five courses, three core topics
- Two categories of designation:
 - ✓ FRA-Redevelopment Administrator
 - ✓ FRA-Redevelopment Professional

What Courses Are Available?

- Redevelopment 101 (CORE)
- Budgeting, Funding, and Reporting (CORE)
- Operations and Capacity Building (CORE)
- Redevelopment Incentives
- Capital Project Management



Redevelopment 101

- ❑ History of Redevelopment (Main Street, DDAs, CRAs)
- ❑ Main Street Designation (Process, Criteria, Funding)
- ❑ Creating and Managing a CRA
 - Chapter 163, process to establish, authorities
 - CRA Plan contents, modifications, eligible expenditures
 - Governance types, powers, bond issuance, staffing, legal council, working with City/County departments
- ❑ State Statutory Requirements (Sunshine, Ethics, Reporting, Annual Reports, Public Records)
- ❑ Redevelopment Organizations as Resources

Operations and Capacity Building

- ❑ Florida Local Gov't 101 (Types and forms, Charters, Home rule)
- ❑ CRA governance (Boards, Roles, Relationships)
- ❑ Capacity and Resources (Leadership, Leveraging resources, Eligible projects, Budgets)
- ❑ Strategic Planning (Basics, Success and failures, Benefits)
- ❑ Grants & Contract types
- ❑ Finding Federal Funding
- ❑ Program Evaluation and Performance Measurement (Types and uses, Dashboards)

Budgeting, Funding and Reporting

- ❑ Budgeting Theory and Principles (Revenues, Best Practices, Types)
- ❑ Increment Revenue Financing
- ❑ Grants and Outside Resources (CDBG, HOME, SHIP, Ezones, non-profits)
- ❑ Cost Sharing
- ❑ Developer Extractions (Impacts, Infrastructure, Payment in lieu of taxes)
- ❑ Public Private Partnerships
- ❑ CRA Record Management/ Reporting Requirements

Redevelopment Incentives

- ❑ Chapter 163 Incentives
- ❑ Redevelopment Finance (Debt, Equity, Liquidity)
- ❑ Risk vs. Benefit (Understanding risk, Phasing incentives, Performance based)
- ❑ Types of Incentives (Admin, Financial, Planning/Land, Marketing)
- ❑ Targeting Incentives (Types, Goals)
- ❑ Establishing Policies
- ❑ Timing of Incentives
- ❑ Calculating ROI
- ❑ Written Agreements/Contracts (Purpose, Protection, Evaluation)

Capital Project Management

- ❑ Planning the Project (Selecting, Building Consensus, Build vs. Buy)
- ❑ Organizing the Project (Design, Procurement, Consultants, Evaluating Vendors, Compliance based on fund source)
- ❑ Implementing the Project (Contract execution, Build Process)
- ❑ Closing the Project (Documentation, Audit, Records, Final Report)
- ❑ Typical CRA Capital Projects (Infrastructure, mini grants, landscaping, streetscaping, loans, land acquisition)

Courses Under Development

- Housing as a Redevelopment Tool (2015)
- Marketing and Promotion (TBA)

How Much Will It Cost to Get My Designation?

- ❑ **Administrator Designation: \$345 per course**
 - ❑ **Professional Designation: \$445 per course**
 - ❑ **Non-FRA Member: \$545 per course**
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- If you do not pass on the first try you may take the course and exam one more time without any additional cost.
 - All classes include study materials and lunch.
 - You must be a member of FRA to receive a designation, but not to take any course.
 - A CRA Trust Fund can pay for this under Chapter 163, Part III.

How Do I Attend?

Academy training is provided in several central locations through out the year. Redevelopment 101, the introductory class, is usually held the day before the FRA Annual Conference. Another course is held immediately after the conference, on a rotating basis. During the year, we try to offer all the courses at least once.



FRA – Redevelopment Administrator (RA) Designation

The **FRA-RA** is someone who works in a CRA every day and meets the criteria for educational and experience requirements.

The criteria is outlined in the “General Academy Application” which is posted online at www.redevelopment.net under the Academy page link.



FRA-Redevelopment Professional (RP) Designation

An **FRA - RP** is someone who is not involved in the direct administration of the CRA on a regular basis. Professionals who provide services to CRA's (e.g. architects, engineers, contractors, planners, and vendors) are eligible to receive this designation. This FRA-RP is also available for elected officials, CRA Board members, government employees, and others who are involved in redevelopment, but do not currently meet the criteria for the FRA-RA. Once an individual meets the criteria, they can apply to switch to the other designation.

Continuing Education

As with most professional training certification programs, we will implement a re-certification process over time. This will be done through webinars, on-line training, annual conference courses and other related professional training.



Credit for Training by other Organizations

- We work with state and national professional organizations
- We reciprocate on credit for our courses and other credits
- FRA annual conference offers a variety of credits for AICP, ASLA, IEDC, Florida Bar and AIA



Course Development

There are many disciplines related to redevelopment that can contribute to the success of CRA administrators and professionals, and consequently to the success of the CRA's for which they work.

If you have suggestions, know someone who may be interested in developing a course, or would like to take a course, please contact us at cwestmoreland@flcities.com.

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www.redevelopment.net/Academy