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**“Redevelopment Defined”**

***Annual Conference***

**October 30-November 1, 2013**

**Tampa Waterside Marriott**

[www.redevelopment.net](http://www.redevelopment.net)

***Tuesday, October 29, 2013***

**FRA Academy Course: *Redevelopment 101***

*8:30 am - 4:00 pm*

The academy is for anyone who wants to learn more about the mechanics of community revitalization. The series of courses offers a way to take specialized classes on all aspects of Florida redevelopment. You may take one class, audit or take the whole series (to get a certification). The program is designed for someone who either works with CRAs, or wants to know more about them, including staff, consultants, planners, lenders, vendors, attorneys, citizens, appointed or elected officials. The academy features a unique educational program tailored to the practice of redevelopment in Florida. For more information and to sign up visit <http://redevelopment.net/about/redevelopment-academy/>.

CM 6.0

CM 1.5 Law

**“Early Bird” Get Together (Dutch Treat)**

Carne Chop Shop, Ybor City

*7:00 p.m. – 9:30 p.m.*

Sponsored by:

Whether you are new to the FRA or a returning member, we want to welcome you to the conference! If you are coming in this evening, join your friends and colleagues in a casual and informal setting. We will meet in the hotel lobby at 6:30, or meet us at the restaurant!

***Wednesday, October 30, 2013***

**Beverage Service at Registration**

7:30 a.m. - 9:00 a.m.

**FRA Conference Registration Open**

*8:00 a.m. – 6:00 p.m.*

**CRA Basics Board Training**

7:45 a.m. - 11:00 a.m.

This is an introductory short course designed for staff, elected and appointed officials. We welcome CRA Board or Advisory Board members who want to learn about the basic legislative, legal, reporting and practical issues, as well as best practices, for CRAs in Florida.  Additional registration of $25 per person is required - pre-registration is recommended.

CM 3.0

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**Mobile Tour - Tampa's Urban Center**

8:00 a.m. - 11:00 a.m.

*Sponsored by BCC Engineering, Inc.*

Tampa has changed since the last time we were all here! Enjoy an interesting and informative tour of downtown and surrounding areas, from a redevelopment point of view. You will travel on foot, by boat and by streetcar through Tampa's Urban Center, the Channel District and Ybor City.Learn about the new Curtis Hixon and Contachobee Parks, new Riverwalk segments, three new museums, and new residential, retail, and hotel development throughout the area. We will end the tour with Cuban coffee in the Ybor City Historic District and return by streetcar. $25 per person and pre-registration is recommended.

Tour Leaders: *Michael M. English, AICP*, Principal Planner, BCC Engineering, Inc.; *Stephen Benson, AICP, CNU*, Bicycle/Pedestrian Safety Specialist, FDOT District Seven; *Erin Chantry, LEED-ND, CNU*, Senior Urban Designer, Tindale-Oliver & Associates, Inc.; and *Evan Johnson, AICP*, Project Manager, Tindale-Oliver & Associates, Inc.

**Mobile Tour - Tampa Theatre and Performing Arts Center**

8:00 a.m. - 11:00 a.m.

The Tampa Downtown Partnership will host attendees on this tour of the performing arts center and visit to the Tampa Theatre. Everyone likes to see theaters and performing arts facilities in downtowns, but what does it really involve? We will talk with the creative program director and center staff to discuss how they did adaptive reuse, how they do programming, and marketing. Also, you will learn how they collaborate to offer a full complement of events for music, performance art, local plays, national touring groups, movies, and expos. $25 per person and pre-registration is recommended.

Tour Leader: *Christine Burdick*, President, Tampa Downtown Partnership

**Mobile Tour - InVision East/West Tampa**

8:00 a.m. - 11:00 a.m.

Using a HUD Sustainable Communities grant, InVision Tampa is creating a master plan which will be a living "workbook" of initiatives in core areas of land planning, transit, zoning, economic development and financing for the City Center of Tampa, Fla. This tour will focus on the East Tampa and West Tampa CRA InVision project areas. Working closely with Mayor Buckhorn, experts and scholars with worldwide experience and insight have walked, talked, photographed, mapped and — most importantly — listened to citizens about the nuances of their neighborhood, as well as the things that matter to them and their families. In addition, you will see the Hillsborough Area Regional Transit (HART) Bus Rapid Transit (BRT) project, MetroRapid, which is within the InVision study area. $25 per person and pre-registration is recommended.

Tour Leader: *Jeanette Fenton*, Urban Development Manager, Drew Park CRA, City of Tampa

**FRA Board of Directors Meeting**

*9:00 a.m. – 11:00 a.m.*

*This meeting is open to all FRA members.*

**Welcome Luncheon in Exhibit Hall**

*11:00 a.m. - 12:15 p.m.*

Come see what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. This is an opportunity to meet and network with fellow members and redevelop­ment partners.

**Exhibit Hall Open**

*11:00 a.m. – 7:30 p.m.*

**Opening Plenary Session**

*12:30 p.m. – 2:00 p.m.*

Presiding: *Steve Lindorff, AICP*, President, Florida Redevelopment Association; Agency Administrator, CRA, City of Jacksonville Beach

Welcome: *The Honorable Bob Buckhorn*, Mayor, City of Tampa

Presentation: ***Lynn*** *Lotkowictz*, National Sales Director, Florida Trend

Legislative Update: *William J. Peebles*, FRA Lobbyist, William J. Peebles. P.A.

While we are busy surviving with limited revenues and shifting citizen priorities, be assured that the legislative arena is in full action. What is on the horizon? We will talk about coalition building and what is happening now. An “election year” can change everything – and the FRA, members and partners need to continue to be strong advocates for local control. Will your CRA or redevelopment program be ready?

CM 1.0

**Refreshment Break in Exhibit Hall**

*2:00 p.m. – 2:15 p.m.*

**Retail Recruitment in the New Economy**

*2:15 p.m. – 3:15 pm*

In the "new” economy, retail is an important engine for economic growth and an effective tool for expanding the local tax base.  Building a strong retail sector requires a strategic plan supported by market data, coordination between local government and property owners, and proactive retail recruitment.  How do you bring these pieces together in today's economic environment?  What are the new strategies for recruiting retail?  How do you measure success?  Our panel will focus on the retail challenges facing Florida communities and the opportunities for creative solutions.

Moderator:  *William Hankins*, Vice President of Business Development, Retail Strategies, LLC

Speakers:  *Michael A. Bedke*, Partner, DLA Piper, Director, Florida Real Estate Practice Group; *Jim DeGennaro*, Community Development Manager, Polk County Board of County Commissioners; *Lisa Nicholas*, CRA Director, City of Rockledge: *Chris Steinocher*, President & CEO, St. Petersburg Area Chamber of Commerce

CM 1.0

**Making Dollars Make Sense: Forging Successful Partnerships with Banks**

*2:15 p.m. – 3:15 pm*

We will talk about how to use the Community Reinvestment Act (CRA) as a tool in your community. Participants will learn what it means to banks, the exam process, how community development is defined, the performance context, how banks are evaluated, and examples of successful community redevelopment activities. Participants in this session will come away with a better understanding of the tools and techniques available to alleviate blighted conditions in their CRA.

Speaker: *April Adkins, AICP*, Community Affairs Specialist, Federal Deposit Insurance Corporation (FDIC)

CM 1.0

**Health Care and Redevelopment: Getting Together**

*2:15 p.m. – 3:15 pm*

Many CRAs have some type of health care facilities or programs that serve their redevelopment areas.  The resources that these entities bring can be significant. Do you know how community benefits and needs assessments can help your redevelopment programs? Local connections could support mutual planning impacts, programs, funding and intergovernmental issues. We will feature what others are doing with partnerships.

Moderator:  *Brenna Durden*, Shareholder, Lewis, Longman and Walker, P.A.

Speakers:  *Dawn Emerick, ED.D*, President and CEO, Health Planning Council of Northeast Florida; *David Bonham*, COO, HCNetwork, Tampa

CM 1.0

**Refreshment Break in Exhibit Hall**

*3:15 p.m. – 3:30 pm*

**Electronic Communications Management**

*3:30 p.m. - 4:30 p.m.*

Have you heard the latest on what the State Attorney General, court cases and local governments are saying with regard to the use of social and electronic media by employees, elected officials and citizens? What are the rights, obligations and liability for either public or private employees when dealing with these media issues? Blogs, emails, and postings will be deconstructed to see “where they went wrong”….so you can avoid the pitfalls and keep others from unintentionally getting you into trouble.

Speakers: *Clifford B. Shepard*, Partner, Shepard, Smith and Cassidy, P.A. and *David Tolces*, Shareholder, Goren Cherof Doody & Ezrol, P.A.

CM 1.0

CM .50 Law

CM .50 Ethics

**Moving Ahead on Projects to Alleviate Slum Conditions**

*3:30 p.m. - 4:30 p.m.*

The primary focus of CRAs is the “eradication of slum and blight”. Although broadly defined, everything a CRA does has to relate back to the plan, and all funds must be spent only in the district. But for areas truly in need of basic services, “where to start”? CRAs have experienced varying degrees of success with projects targeting slum conditions. We will share ideas and best practices illustrated in recent projects.

Moderator: *Jeremy Earle, ASLA, AICP*, Executive Director, Dania Beach CRA

Speakers: *Richard Stauts*, Executive Director, Florida City CRA; *Rick D. Smith, AICP & CEcD,* CRA Coordinator, City of St. Petersburg; *Michael Hatchett*, Manager, City of Tampa Downtown, Channel District, Tampa Heights and Central Park CRAs; and *Edward A. Johnson*, Manager, City of Tampa [East Tampa CRA](http://www.tampagov.net/dept_economic_and_urban_development/programs_and_services/Community_redevelopment_areas/East_Tampa/index.asp)

CM 1.0

**Using GIS Data to Locate Redevelopment Opportunities**

*3:30 p.m. - 4:30 p.m.*

A Geographical Information System (GIS) is a powerful tool which can aid community redevelopment planners. This session explains the GIS methods used by the Broward Regional Health Planning Council to locate opportunities for healthy food projects. The approach is unique, but data like this can be collected and used for any redevelopment project. Come learn about the methods used for data acquisition, processing, mapping, and statistical interpretation.

Speakers: *Anthony Olivieri, MURP* and *Keith Cooke*, State Government Account Executive, Esri

CM 1.0

**Refreshment Break in Exhibit Hall**

*4:30 p.m. – 4:45 p.m.*

**Fuel for change: Local Food as an Economic Engine**

*4:45 p.m. – 5:45 p.m*.

Farmers markets are flagships in many local food systems, and they generate income by providing an opportunity for business start-up and expansion. But how do we communicate their capacity to develop sustainable economies? This session will highlight successful partnerships that maximize farmers markets' reach and measure their economic activity.

Speaker: *Sharon L. Yeago*, Treasurer and Past President, Farmers Market Coalition

CM 1.0

**Updating Your Plan**

*4:45 p.m. – 5:45 p.m*.

This session is for anyone who wants to know how to tell your plan needs updating, the benefits of doing so, and the pitfalls of the wrong actions. How should you begin, what are the steps and processes, and what are the best practices that result in a workable plan? Finally, no real FRA session would be complete without some story telling about challenges and valuable lessons learned.

Moderator: *Michael English*, *AICP,* BCC Engineering, Inc

Speakers: *Gail Hamilton*, CRA Director, Kissimmee CRA; *Evan Johnson*, AICP, LEED AP,Project Manager, Urban Design and Community Planning Group, Tindale-Oliver and Associates, Inc.; and *Jeffrey L. Oris, CEcD*, Economic Development Division Director, City of Miami Beach

CM 1.0

CM 1.0 Law

**Can Developer Agreements Be Agreeable?**

*4:45 p.m. – 5:45 p.m*.

What are the must haves, should haves, and best to have? How can staff guide the process involving negotiations, language proposals, and getting what the project needs to succeed? From contract language to common pitfalls, we will be talking about all this and more – bring your challenges and questions.

Moderator: *Brenna Durden*, Shareholder, Lewis, Longman and Walker, P.A.

Speakers: *Brenna Durden*, Shareholder, Lewis, Longman and Walker, P.A.; *Marc Mondell*, Assistant City Manager, Community Development Services, City of Ocala; and *Naeem Coleman*, Manager of Economic Development, The Pizzuti Companies

CM 1.0

**Reception in Exhibit Hall**

*5:45 p.m. - 7:30 p.m.*

This is a great opportunity for professional networking. Great partnerships and results come about from a contin­ual exchange of information. Visit the booths you didn’t get to at lunch, and don’t forget to bring plenty of business cards for gift drawings.

**Networking**

We want you to enjoy Tampa’s downtown after the sessions by providing you with local information, but also by providing a way to sign up for group networking opportunities. If you are in for activity or just a quiet meal, we can connect you with other conference attendees. Sign up at the FRA registration desk, for Wednesday, Thursday evening activities and Friday afternoon for self guided tours.

***Thursday, October 31, 2013***

**Continental Breakfast in Exhibit Hall**

7:30 a.m. - 8:30 a.m.

**Planning Capital Projects in Small Cities**

*8:00 a.m. – 9:00 a.m.*

This session is the first of a two-part series on project management.  We will discuss how small cities can manage the pre-construction phase.  For instance, what do you do when a project suddenly becomes a priority? You have very little time to become an expert manager of potentially a wide variety of tasks and people. We will cover the processes at each step:  design, reviews, public involvement, approval and procurement.

Moderator:  *Gus Gianikas*, Assistant Director of Planning and Development, City of Mount Dora

Speakers:  *The Honorable Scott Black,* Commissioner, City of Dade City;

*Tim Bolduc*, Engineering & Utility Services Director, City of Fort Walton Beach; and *Adam Hall*, Planner, City of Williston

CM 1.0

**Aging in Place: Safe Mobility for Life**

*8:00 a.m. – 9:00 a.m.*

Learn how the Safe Mobility for Life Coalition is working to improve the safety, access, and mobility of Florida’s aging population by implementing Florida’s Aging Road User Strategic Safety Plan. Session highlights will include resources and information on how increases to our aging population can impact redevelopment and how to successfully prepare age-friendly downtown communities.

Speakers: *Gail Holley*, Manager and *Melanie Weaver Carr*, Team Leader, Safe Mobility for Life Coalition, Florida Department of Transportation

CM 1.0

**What’s Worth Knowing?**

*8:00 a.m. – 9:00 a.m.*

There are some amazing resources online for capturing data, but what will be meaningful to your program? Learn about the practical ways to capture information and to create baselines critical for future growth decisions. Learn about getting the details and how to count: businesses, assets, employees, cars, bikes and parking spaces. Learning about crime, traffic, pedestrians, trips, sales and meals served is also important data, but how can these things be used to measure the economic impact of a commercial area?

Moderator: *Marjorie Ferrer*, Executive Director, Delray Beach Downtown Development Authority (DDA)

Speakers: *Marjorie Ferrer*, Executive Director, Delray Beach DDA; *Jennifer Rose*, Principal, Downtown Diva; and *Demian Miller, AICP*, Associate Principal/Policy Planning and Safety Services, Tindale-Oliver & Associates, Inc.

CM 1.0

**Refreshment Break in Exhibit Hall**

*9:00 a.m. – 9:15 a.m.*

**Getting the Right Team for Construction Management**

*9:15 a.m. – 10:15 a.m.*

This session is about setting up contractual arrangements between the parties to ensure success, after pre-construction conceptual development is completed. We will explore project teams, specific contracting methods, who does what on the team, and deliverables. We will discuss contract contents, requests for qualifications, and contract language for different delivery methods.

Moderator: *Jim Auld*, Director of Business Development, Burkhardt Construction

Speakers: *Jim Auld*, Director of Business Development, Burkhardt Construction; *Brian Good*, P.E., Senior Vice President, Kimley-Horn and Associates, Inc.; and *Gail K. Hamilton*, CRA Director, City of Kissimmee

CM 1.0

**Infrastructure Funding through TIF Rebates**

*9:15 a.m. – 10:15 a.m.*

There are encouraging signs that Florida’s economy is on the upswing, but most CRA budgets will take years to recover.  One of the most attractive incentives that a CRA can offer without breaking the bank is a rebate of a project’s tax increment revenues.  But how much of a rebate is appropriate, and how should the program be structured to protect the public’s investment?  This session will present examples of working programs including a discussion of processes, agreements, return on investment, and other factors to help determine what is suitable for your program, large or small.

Moderator: *Diane Colonna, AICP*, Executive Director, Delray Beach CRA

Speakers: *Thomas Chatmon, Jr.* Executive Director, Downtown Development Board, City of Orlando; *Robert C. Ironsmith, AICP*, Director, Economic/Housing Development/CRA, City of Dunedin; and *Vincent P. Nolan, Jr., CEcD*, Economic Development Director, City of Delray Beach & Delray Beach CRA

CM 1.0

**Parking Management as a Tool for Economic Development**

*9:15 a.m. – 10:15 a.m.*

Experts argue that everyone pays for parking, even if they don’t drive. Most communities grapple with questions like whether or not to charge for parking, what is the optimum level of parking, and how it impacts economic development in general and businesses in particular.  We will discuss some of the planning and regulatory tools related to parking management and pricing and how they can be used to revitalize downtowns and business corridors.  We will also review examples from Central and South Florida where parking has been used as a tool for economic development.

Moderator: *Poorna Bhattacharya, AICP, LEED AP*, President, Asha Planning Consultancy

Speakers:  *Poorna Bhattacharya, AICP, LEED AP*, President, Asha Planning Consultancy; *Kim Briesemeister*, Partner, Redevelopment Management Associates; and *Thomas R. Kohler*, Senior Principal, Real Estate Research Consultants, Inc., A GAI Company

CM 1.0

**Refreshment Break/Door Prize Drawings**

*10:15 a.m. – 10:45 a.m.*

**Healthy Lifestyles through Urban Agriculture**

*10:45 a.m. – 11:45 a.m.*

This dynamic session will feature experienced practitioners of urban agriculture through community gardening - a trend which is sweeping the nation! Based upon the experiences of our panelists, community education and outreach methods, as well as cost and design factors, will be discussed. Zoning impediments, hydroponics, aquaponics, indoor farming and rooftop gardening can create jobs, support community health and utilize vacant land.

Moderator: *J. Gary Rogers*, Executive Director, Community Redevelopment, City of Lauderdale Lakes

Speakers: *Candy Evans*, Co-Coordinator of Cason Community Garden, Delray Beach; ***Annetta Jenkins*, Director of Neighborhood Services, Riviera Beach CRA;** and *Scott Strawbridge*, Director of Development and Facilities, Housing Authority of the City of Fort Lauderdale

CM 1.0

**Practical Tools for Sustainability in CRAs**

*10:45 a.m. – 11:45 a.m.*

We have real opportunities to improve community sustainability but some are best kept secrets. By considering environmental, economic, and social goals, we can reduce operating costs, save energy, improve air quality, encourage healthier lifestyles and create community connectedness. We will also cover green building concepts and standards in redevelopment plans, water “re-use”, hazard vulnerability reduction and climate change impacts in land use plans and policies. By using the sustainability lens to view your redevelopment goals, you can become truly GREEN!

Moderator: *Jill Horwitz,* LEED Green Associate, Natural Resource Specialist I, Broward County

Speakers: ***Jonathan Burgess*,** LEED Project Manager**, The Spinnaker Group**; *Jimmy Koeth*, Principal Planner, City of Fort Lauderdale; and *Randy Brown*, Director of Utilities, City of Pompano Beach

CM 1.0

**Effective Partnerships for Economic Development**

*10:45 a.m. – 11:45 a.m.*

There are many different types of organizations that engage in some form of economic development in the same location: CRAs, Economic Development Corporations, Chambers of Commerce, city and county governments, and

regional and statewide organizations. All are “re-tooling” their missions and objectives to adapt to the economic flux. Competing efforts can be seen as

ineffective or contradictory, so how do you effectively work together and avoid stepping on each other’s toes?

Moderator: *Kevin S. Crowder, CEcD*, Director of Economic Development, Redevelopment Management Associates

Speakers: *Charita D. Allen*, President, ACP Allen Economic Development Partners; *Kevin S. Crowder*, CEcD, Director of Economic Development, Redevelopment Management Associates

CM 1.0

**Annual Business Meeting and Keynote Luncheon: Building Better Cities**

*12:00 noon – 1:45 p.m.*

Sponsored by

Presiding: *Steven G. Lindorff, AICP*, CRA Administrator, City of Jacksonville Beach

Keynote Presentation: *Matthew Godfrey*

[](http://bettercity.us/wp-content/uploads/2012/01/mattgodfrey.png)

As the former Mayor of Ogden, Utah and president of a real estate holding and management company, Matthew knows about the core elements for economic development success, but also from the perspective of an elected official. During his time as mayor, in a city of 82,000, his team recruited over $1.2 billion of investment, revitalized more than 130 acres of the downtown and built nearly 1 million square feet of new office space. Neighborhoods were revitalized and crime was reduced by 33% in a ten year span. They also recruited over 8,000 jobs to their community, successfully changing it from an old railroad town to the capital of outdoor recreation. These efforts resulted in a wholesale change in the town. His last year in office, his city led the country in job growth.

**Dealing with Noise and Litter Abatement Issues in Urban Areas**

*2:00 p.m. - 3:00 p.m.*

The urban lifestyle that many want comes with tradeoffs. These issues, while not exciting at first, can become so (in a bad way) with citizen complaints. Government is the go to problem “fixer”, but the private sector as a partner is also part of the solution. What are the best ways to start, and achieve workable solutions? What can you regulate and enforce on litter problems? We will bring in CRAs that have tackled these issues and discuss their ideas about solutions and experiences.

Moderator: *Wendy Grey, AICP*, Wendy Grey Land Use Planning

Speakers: *The Honorable Nancy Miller*, City Commissioner, City of Tallahassee; *Paul McKitrick*, Deputy City Manager, Administrative and Development Services, City of Daytona Beach; *Mike Rhodes*, Division Manager, Code Enforcement Division, City of Orlando

CM 1.0

**Smart Growth Land Use Case Studies**

*2:00 p.m. - 3:00 p.m.*

Smart Growth aligns with the goals and objectives in most redevelopment plans, whether named as such, or not. But there are almost always locally created planning obstacles to doing innovative things in our communities. There are some exciting ways that cities and counties can change their regulations to support smart growth design. The Smart Growth Partnership and other organizations are working with cities in Broward County to implement code and design standards for more livable, healthy and safe places.

Moderator: *Gloria Katz*, President, Smart Growth Partnership

Speakers: *Amanda Martinez*, Chief Planner-Current Planning, City of Deerfield Beach; *Dan Holmes*, AICP, Community Development Director, City of Lauderdale Lakes; *Tara Salmieri*, President, PlanActive Studio; and *Gus Zambrano*, Director, Economic Development & Revitalization, City of Miramar

CM 1.0

**Working with Non-Profits on the CRA Mission**

*2:00 p.m. - 3:00 p.m.*

This session is about how to work with and manage relationships with non-profits to achieve the goals and objectives in the plan. We will talk about preventing problems, measuring performance and maximizing taxpayers’ investments, through programmatic efficiencies, contracts, strategic plans, and communication. We will include members who have healthy partnerships that work to revitalize their communities.

Moderator: *Vince Pardo*, Ybor City Development Corporation, City of Tampa;

*Rebekah Brightbill*, CRA Manager, Bradenton Central CRA; and *Brenda Thrower*, Ybor City Development Corporation

CM 1.0

Refreshment Break

*3:00 p.m. – 3:15 p.m.*

**Business Accelerators through Universities**

*3:15 p.m. – 4:15 p.m.*

Redevelopment areas are a natural catalyst for job creation. Some state universities in Florida have developed award winning business incubation

programs. Learn how to maximize opportunities from real life examples of successful partnerships between CRA's, businesses, and several levels of government.

Moderator: *Dottie Keedy*, Director, Director of Community Services, Lake County BOCC

Speakers: *Geri Campos Lopez*, Director of Economic Development and Housing, City of Clearwater; *Allison Madden*, University of South Florida; and *Marc Mondell*, Assistant City Manager, Community Development Services, City of Ocala

CM 1.0

**Marketing Redevelopment in 2013**

*3:15 p.m. – 4:15 p.m.*

Successfully marketing your program can be a complicated process involving: getting consumers to sustain redevelopment efforts generally; getting users and consumers to spend money in the district as an economic development generator; and getting investors in long and short term projects to see the return on their money. Let’s discuss digital communications, media, methods, tools, and resources, with examples. The result: low costs and effective results!

Moderator:  *Rick Oppenheim, APR, CPRC*, RB Oppenheim Associates

Speakers: *Honey Rand, Ph.D., APR*, The Environmental PR Group; *Sharon West McCormick*, Redevelopment Management Associates; and *Michael D. Winn*, Chief Digital Officer, DigitalOpps

CM 1.0

**How to Prove Return on Investment in Your CRA**

*3:15 p.m. – 4:15 p.m.*

City CRAs in Broward County took a look at mounting threats to redevelopment funding saw an opportunity and built on their strengths. They set goals and parameters, developed a methodology, and met on a continuing basis. The result was an impressive study of the impacts of local CRAs on the economy. Is this transferable to your area? We will impart how it was put together and how they garnered local support.

Moderator: *Kim Briesemeister*, Partner, Redevelopment Management Associates

CM 1.0

**Refreshment Break**

*4:15 p.m. – 4:30 p.m.*

**Incorporating Art and Technology Into Projects***4:30 p.m. – 5:30 p.m.*

You will literally see how you can incorporate color, lights, sound and multi-media into your next project. From simple low-cost ideas with big impact, to major installations, they can create an identity for your community as well as make the public realm safe. By using carefully designed elements such as lighting, public art, and landscaping, the perception of safety can be just as impactful as the reality.

Moderator: *Gail K. Hamilton*, CRA Director, City of Kissimmee

Speakers: *Brian Good, P.E.*, Kimley-Horn and Associates, Inc.; *Keith Greminger, AIA*, senior planner with Kimley-Horn and Associates, Inc.;

*Ken Stapleton*, President, Ken Stapleton & Associates; and *Bill Waddill*, RLA, AICP, Kimley-Horn and Associates, Inc.

CM 1.0

**Bridging the Cultural Divide: The Importance of Diversity to Redevelopment and Economic Development**

*4:30 p.m. – 5:30 p.m.*

This session is about how CRAs can further their redevelopment and economic development goals by recognizing, understanding and accepting the cultural differences between members of the community. We will also break out into group discussion during the second half of the session. We will explore how to move forward within communities with histories of misconceptions and misunderstandings with a “sugar free” approach. We encourage everyone to who attends this session to share their successes with these challenges, as we all learn from each other!

Moderator: *Gerald Snell*, Chair, Southside CRA, City of Avon Park

Speaker: *Adam P. Burgess*, former City Commissioner, Haines City

Group Leaders: *Jeremy Earle, ASLA, AICP*, Executive Director, Dania Beach CRA; *Toni Shamplain*, Manager, Downtown North CRA, City of Panama City; and *Gerald Snell*, Chair, Southside CRA, City of Avon Park

CM 1.0

CM 1.0 Ethics

**Extending or Ending a CRA**

*4:30 p.m. – 5:30 p.m.*

What do you do when your CRA is about to expire?  This session will overview the steps required to extend a CRA, as well as potential issues and challenges that CRAs may be called upon to address.   We will review three recent CRA extensions to give you some examples of how it was done and with what results.

Moderator: *Steve Lindorff, AICP*, CRA Administrator, City of Jacksonville Beach

Speakers: *Steven G. Lindorff, AICP*, CRA Administrator, City of Jacksonville Beach; *Tony Otte*, CRA Director, City of New Smyrna Beach; and *Jeff Burton*, CRA Director, City of Palmetto

CM 1.0

CM 1.0 Law

**Awards and Academy Graduates Celebration Dinner**

*6:30 p.m. – 8:30 p.m.*

**Friday, November 1, 2013**

**FRA Awards Showcase**

*7:30 a.m. – 9:30 a.m.*

Join us for breakfast and learn more about the projects in the 2013 Best Book. Do you wonder how you could do something like that in your area, or how you could win an FRA award for your project? Our winners are invited to be as creative as they dare in sharing their stories: videos, local celebrities, testimonials, anecdotes, statistics, articles, etc. related to the project.

Presenters: 2013 FRA Award Winners

**FRA Academy Course: *Incentives***

*9:00 am – 4:00 pm*

The academy is for anyone who wants to learn more about the mechanics of community revitalization. The series of courses offers a way to take specialized classes on all aspects of Florida redevelopment. You may take one class, audit or take the whole series (to get a certification). The program is designed for CRA staff, planners, consultants, lenders, vendors, attorneys, citizens and or elected officials. This is a unique educational opportunity about the practice of redevelopment in Florida. For more information and to sign up visit http://redevelopment.net/about/redevelopment-academy/.

CM 6.0

**CRA Housing Snapshots**

*10:15 a.m. – 11:45 a.m.*

We will discuss the future of funding for housing in the next legislative session, and some challenging trends in homelessness in Florida. We will have an interactive discussion about housing programs supported by CRAs. Our presenters will outline a redevelopment housing project in a small city, and one in a county CRA. The focus will be on how it worked out, the challenges, and what made the difference in implementation.

Moderator: *Jaime A. Ross*, Affordable Housing Director, 1000 Friends of Florida

Speakers: ***Chris Bowley*, AICP,** Planning and Development Services Director, City of Deltona; *Perry Clouse*, Community Redevelopment Agencies Manager, Polk County BOCC; and *Jaimie A. Ross*, Affordable Housing Director, 1000 Friends of Florida

CM 1.25

**Brownfields Update**

*10:15 a.m. – 11:45 a.m.*

We will overview the significant legislative changes in 2013 regarding designation of brownfield sites in our communities. We will also be interactively talking about projects worth learning about for transferability to your community. There will be plenty of time for questions about situations or challenges you have with your program relative to brownfields.

Speakers: *Leigh Fletcher, J.D*., Kellerhals Ferguson Fletcher Kroblin PLLC; *Rick McCraw, AICP*, Program Director, City of Tallahassee CRA; *Susan D. McGrady*, CRA Program Manager, City of Cocoa; and *Dan Fahey*, Engineer, City of Tampa Environmental Coordination Division

CM 1.25

**How to Apply for State, Federal Grants and Loans**

*10:15 a.m. – 11:30 a.m.*

This interactive session will help you get started on a search for funding. Whether you do it yourself or hire someone, the sources for the funding are similar. We have gathered two grant professionals to give you tips, best practices, where to go, and what kinds of funding are out there now. Our professionals will also be available before and after the session for one on one consultation.

Moderator: *Carol Westmoreland*, Executive Director, FRA

Speakers: *Leigh A. Chambliss*, President, LAC Grant Consulting Services, Inc. and *John Porter, Ph.D., M.Ed., CGW*, Executive Director, American Grant Writers Association

CM 1.25

**Tampa Heights Garden Tour**

*10:30 a.m. – 12:00 noon*

The Tampa Heights Community Garden is an impressive model for other programs. Your (we promise) dynamic hosts are Kitty Wallace, retired school teacher and the Tampa Garden Club's leader for community gardens, and Lena Young Green, the key person in developing the Tampa Heights Garden, Green Artery Greenway, Community Center and Kaboom! Playground. Enjoy coffee and bagels at the garden and learn about the tremendous impact it has on neighborhood cohesiveness and interaction, how it was accomplished on FDOT right-of-way, how the City supported the project and how it connects to a renovated church building. And that's just the beginning!

$15 per person; pre-registration recommended.

Tour Leaders: *Michael English, AICP*, BCC Engineering, Inc. and *Lena Young Green*, Community Activist and Leader, Tampa Heights; and *Kitty Wallace*, Tampa Garden Club