

FRA ANNUAL CONFERENCE
2011 DRAFT PROGRAM
September 1, 2011

TUESDAY OCTOBER 18, 2011

Redevelopment Academy Courses (<http://redevelopment.net/member-services/certification/>)

9:00 a.m. - 4:00 p.m.

Redevelopment 101

Operations and Capacity Building

Pre-registration and acceptance into the program required.

WEDNESDAY OCTOBER 19, 2011

Don't miss out on all the new "tech" features at this conference! Check out the listing (in the final program) of QR codes to our own sites for face book, twitter, foursquare, our expo and a "mobile" conference schedule. Then, visit the RBOA table for free public relations and marketing consultations, or to get a guided tour of the new query and other features of the website.

PR Video Interviews with RBOA (Pre registration required at www.redevelopment.net)

8:00 a.m. - 9:00 a.m.

Individual Consult for FRA Members (sign up at RBOA booth onsite or www.redevelopment.net)

8:00 a.m. - 2:30 p.m.

FRA Committee Meetings

8:00 a.m. - 9:00 a.m.

Certification

Regional Representatives Orientation

FRA Board Meeting

9:00 a.m. - 11:00 a.m.

NEW !

Mobile Tour of Amway Center

<http://centerorlando.com/>

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

Register by downloading the registration form at www.redevelopment.net

\$25 per person, *space is limited.*

Welcome Luncheon in the Exhibit Hall

11:00 a.m. - 12:30 p.m.

Come see what this conference is all about! Public and private sectors combine for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

Opening Plenary Session

12:30 p.m. - 2:00 p.m.

Presiding: Kurt Easton, AICP

President, Florida Redevelopment Association

Keynote: Annetta Wilson, President

Annetta Wilson Media Training & Success Coaching

Also: "What Has the FRA Done for You Lately?"

Refreshment Break in Exhibit Hall

2:00 p.m. - 2:15 p.m.

CRA Board Member Training

2:00 p.m. - 4:00 p.m.

Your job description is not written, but the knowledge, skills and abilities are nonetheless required for success. You will learn from staff experts and peers, about CRA administration and policy, best practices, and laws that impact both the CRA and you. Included will be sunshine and ethics laws, meeting protocols, and reporting requirements. Pre-registration required; download forms at www.redevelopment.net.

\$25 extra fee; space is limited.

2:15 p.m. - 3:45 p.m.

Corridor Redevelopment

Every community, big or small, has a roadway corridor that most people when asked “don’t like”, and often this corridor is the access “gateway”. This main arterial shows the signs of aging and the transition that has occurred in the market place. While the corridor still has market potential, it remains an eyesore. This session will focus on using best practices to encourage and incentivize redevelopment along these corridors. By doing so, we can attract profitable businesses, increase the tax base, and improve mobility and the lifestyle for our residents.

2:15 p.m. - 3:45 p.m.

Code Enforcement as a Redevelopment Tool

Every community struggles with vacant, overgrown, and dilapidated properties. The first line of attack in removing these conditions of slum and blight is code enforcement. We will discuss proactive solutions, including the benefits of adopting a property registration ordinance and minimum maintenance standards, of foreclosing liens, of purchasing tax certificates and deeds, and of negotiating demolition agreements. In addition, attendees will see examples of the results achieved and how code enforcement has resulted in new private investment.

2:15 p.m. - 3:45 p.m.

Creating Jobs through Local Energy Policies

Public policy can create energy related jobs in Florida! Learn about state energy programs that can be used by local governments to bring in economic development opportunities. Do you know what local energy policies can save money now - and generate construction jobs immediately? Your city, county or CRA can also provide incentives for energy efficiency retrofits, to stimulate private investment. The panel presentations will also include a successful case study that can be replicated in your community right now.

Refreshment Break

3:45 p.m. - 4:00 p.m.

Plenary Session

Bob McNulty

Founder and President, Partners for Livable Communities

4:00 p.m. - 5:30 p.m.

Reception in Exhibit Hall

6:00 p.m. - 8:00 p.m.

This is a premier event for all attendees. The FRA is comprised of great partnerships, and results are gained in the continued exchange of information in the expo hall. Visit the booths you did not get to at lunch, and don't forget to leave your business card at each booth for some great gift drawings on Thursday.

THURSDAY OCTOBER 20, 2011

Continental Breakfast in Exhibit Hall

Open 7:30 a.m. - 3:45 p.m.

Registration Desk Open

7:30 a.m. - 4:00 p.m.

8:00 a.m. - 9:30 a.m.

Advancing the New Urban Design Paradigm

Redevelopment offers the unique opportunity to replace suburban ways of designing with exciting new urban concepts and themes. Residents and businesses overwhelmingly respond positively, which is good for the economy. When people can clearly visualize outcomes, we provide predictability, and that also is good for the economy. Our speakers will describe the advantages of using "Complete Streets" and "Road Diet" design to balance the needs of pedestrians, cyclists, public transit, and automobiles within the public realm. We will discuss how to incorporate best design practices for buildings and sites into redevelopment plans. Don't leave without also hearing some great tips for building community and political support for the design vision.

8:00 a.m. - 9:30 a.m.

Business Awareness Marketing

Downtown and other urban organizations represent many businesses and property owners within their districts. Learn about some exciting and innovative new ways to market your businesses - using categories of downtown merchants, restaurants and businesses - leading to sustainable economic growth. Discover how to celebrate those unique businesses that make your downtown special! Take home great ideas and lots of real life examples that work!

8:00 a.m. - 9:30 a.m.

Essential Economic Development Law for Redevelopers

Let's discuss how redevelopment practitioners can conduct business from an economic development perspective. We will cover confidentiality for economic development projects; the eminent domain prohibition; the use of increment funds for economic development; adverse condemnation and the Bert Harris Act; development agreements; and what governments can legally do to initiate economic development.

Refreshment Break and Door Prize Drawings

9:30 a.m. - 10:15 a.m.

Gift drawings will be taken from the cards dropped off at each exhibitor's booth. Must be present to win!

10:15 a.m. - 11:45 a.m.

Innovative Zoning for an Innovative Economy

Planning and zoning regulations have a huge impact on the viability of downtowns, CRA areas, redevelopment and economic development. However, in too many instances, a community's regulatory framework does not fully support redevelopment or economic development programs. Worse, zoning regulations actively create barriers to achieving community vision and goals. When properly understood, zoning analytics and regulations can create sustainable urban infill and business development in your community. You will learn how to assess what changes are needed, and how make them happen, even through complicated processes and politics.

10:15 a.m. - 11:45 a.m.

Placemaking Strategies to Reinvigorate Public Spaces

Are there beautiful publicly-accessible spaces in your city that are unused by your citizens? If so, we invite you to join us for a discussion on how place making can help inject life into underutilized spaces in order to increase vibrancy and economic opportunity. During this session, we will provide CRA, downtown and community development managers, and elected officials with creative and cost-effective tools and methods for activating publicly-accessible spaces through place making activities. We will discuss the creative work that is being done in Tampa and Clearwater, two cities that have found success through these strategies. The session will conclude with a moderated discussion that will allow you to share different experiences and discuss specific issues you are facing in your community.

10:15 a.m. - 11:45 a.m.

How to Write a RFP/Scope of Service to Get the Results You Want

Your community wants to solicit professional services and you have to write the request. Do you need a Letter of Interest, Statement of Qualifications, or Request for Proposals? Does it really matter? Join us in learning how to target the right services and how to write the best request for services to meet your needs. Don't miss this opportunity to hear varying perspectives from a local government purchasing representative, professional services consultants, and developer. We will make sure you never again ask for something in a request for services and don't get what you need!

Annual Business Meeting and Luncheon

11:45 a.m. - 2:00 p.m.

Presiding: Kurt Easton, AICP

President, Florida Redevelopment Association, Urban Networks, LLC

Keynote: Rebecca Ryan

President, Next Generation Consulting, Inc.

Sessions

2:00 p.m. - 3:30 p.m.

Incentives and Grants for Economic Development Programs

Learn how to tap into resources: foundations, non-profits, state and federal funding, and the leveraging of local dollars with partners. The role of the new Department of Economic Development, Enterprise Florida, Department of Community Affairs, Environmental Protection, and the Governor's Office of Tourism, Trade and Economic Development, will be overviewed. The funding picture for CRAs and economic development programs from all of these agencies and sources will be summarized.

2:00 p.m. - 3:30 p.m.

How to Attract National Retailers to Your Area

This forum with national retailers will allow attendees to discuss those things that would interest them in a CRA, either to develop a new site or make improvements to existing sites. Participants will have a chance to discuss the details of their projects with the group to illustrate how to market the properties, or change aspects of the deal to make it

attractive to desired suitors. Lastly, what role does regional recruitment play in your success?

2:00 p.m. - 3:30 p.m.

Healthy Foods Projects

What is happening now with this very hot topic? What is the best way to set up and fund community gardens? We will be sharing examples of small urban core gardens, a government farm project, an agricultural urban plan, and a larger “public market” development. We will discuss these issues and you will leave this session knowing exactly where to go for more information, in addition to the answers to these questions.

Refreshment Break in Exhibit Hall

3:30 p.m. - 3:45 p.m.

Sessions

3:45 p.m. - 5:15 p.m.

Financing Your Redevelopment Project

This forum will explore the long-range planning aspects for successful project funding. In downturned times, this is key to making sure any loss of momentum is not permanent. We will also gather bankers, bond pool experts and others involved in getting financing for CRA projects. They will share what loans and bonds are available for redevelopment projects in Florida, and how to access them. Also, learn how your CRA can benefit from Community Reinvestment Act responsibilities.

3:45 p.m. - 5:15 p.m.

So You Want a Grocery Store....

3:45 p.m. - 5:15 p.m.

Legislative Update

We have much to talk about from the 2011 session, from changes to the growth management laws, to more constitutional revenue limitations. We will discuss how they *specifically* impact economic development and redevelopment in Florida. What should we focus on for 2012, which starts in January next year due to the constitutional requirement to take up district reapportionment? We will be discussing legislation

already on the horizon, as well as challenges members are experiencing with current statutes.

Awards Dinner

6:30 p.m.

Reception

7:00 p.m. - 9:00 p.m.

Awards ceremony

Celebrate the “BEST” of redevelopment as we announce the 2011 FRA Award Winners. In addition, help us congratulate our first class of members graduating from the FRA Redevelopment Academy as “Certified Redevelopment Administrators” - CRA! We will honor their achievements on the red carpet, onsite at the conference hotel.

FRIDAY OCTOBER 21, 2011

Breakfast with the Experts

8:00 a.m. - 10:00 a.m.

Enjoy breakfast while joining in on a discussion of your choice. Topics are listed below.

Business Improvement Districts - How to create them, as well as how they are funded and operated.

Frequently Asked Questions - Bring all the questions you still have un-answered and we will also review the solutions to questions we are asked frequently.

Staying Aloft with Falling Revenues - What options are out there for local governments wanting to reduce increment contributions, or redirect their redevelopment programs? Also finance directors from around the state will be available for questions about revenue calculations, assessment rolls, and other finance related issues.

Sustainable Neighborhoods - Learn about how you can use this new program successfully in your community.

Using Your Local Diversity - what are your community assets from a diverse point of view, and how can that diversity maximize your redevelopment efforts?

How to Get People to Get It (Effective Redevelopment)

How does citizen support happen? What are the best practices for engaging citizens, proper timing, building momentum, and getting the right people at the table? Come ready to share your challenges, and solutions if you have found them.

All program information is a draft. The final program will be available by September 15. Visit www.redevelopment.net for the most up to date information.