



PLACES FOR PEOPLE

October 21-23, 2015 • Hilton Tampa Downtown

www.redevelopment.net



LETTER FROM THE PRESIDENT



Gus Gianikas, AICP, FRA-RA
2014-2015 FRA President

Dear Florida Redevelopers,

On behalf of the Board of Directors, I would like to welcome you to the **2015 FRA Annual Conference**. The theme, **“Places for People,”** captures the essence of the FRA because our efforts are for the people in our communities. Congratulations and thank you to Conference Committee Chair Diane Colonna and the conference committee who worked hard to put together a great program. As always, a special thanks to our sponsors and exhibitors who are our partners in redevelopment. And, of course, our conference would not be a success if it wasn’t for all of the session speakers and moderators who volunteer their time to share their inspirational stories.

The FRA Board has been busy all year working on ways to improve the organization and I would like to highlight some of their accomplishments. This year the Board began a strategic planning process focused on improving our member services and benefits. As part of this process there is a session at this conference entitled “Help Determine FRA’s Destiny” where your input is encouraged. The strategic planning process will continue into next year and will produce an action plan for the continued success of the FRA in the future.

The FRA Redevelopment Academy has progressed into a first class, professional certification program. Rick Stauts, Academy Committee Chairman, has worked tirelessly since its inception nearly ten years ago to make this program what it is today. The growth of the awards program is also especially gratifying. Gail Hamilton, Awards Committee Chair for several years, has really developed the program into something truly special. The awards program is a remarkable celebration of CRA success stories.

It has been quite an honor to serve as the FRA President this past year. I have had the privilege to work with a committed and forward thinking board and great FRA staff. It has also allowed me the opportunity to personally meet many of you and learn more about the amazing work you do. This year there are several FRA Board members whose term will be ending. Jeremy Earle, Michael English and Sherod Halliburton – I thank you for your dedication to the FRA and redevelopment. It has been a pleasure working with you during the past five years.

A handwritten signature in black ink that reads "Gus Gianikas". The signature is fluid and cursive.

Gus Gianikas
AICP, FRA-RA
FRA President

CONFERENCE AT A GLANCE

TUESDAY - OCTOBER 20, 2015

- 3:00 p.m. **Board of Directors Meeting**
Garrison Suites
- 6:00 p.m. **River Boat Tour**

WEDNESDAY - OCTOBER 21, 2015

- 7:30 a.m. **Coffee at Registration**
Galleria
- 7:30 a.m. **Registration Desk Open**
Galleria
- 8:00 a.m. **CRA Board Training**
Palma Ceia 2
- 8:00 a.m. **Mobile Tour - Public Art in Downtown Tampa**
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**
Bayshore Ballroom 1-3
- 11:00 a.m. **Exhibit Hall Open**
Bayshore Ballroom 1-3
- 12:30 p.m. **Reimagining State Arterials**
Bayshore Ballroom 5
- 12:30 p.m. **Show Us the Money! Financial Options for Projects**
Bayshore Ballroom 6
- 12:30 p.m. **2016 Legislative Update**
Bayshore Ballroom 7
- 1:30 p.m. **Refreshment Break in the Exhibit Hall**
Bayshore Ballroom 1-3
- 1:45 p.m. **Federal Community Reinvestment Act for Florida CRAs**
Bayshore Ballroom 5
- 1:45 p.m. **Getting Back to Neighborhood Basics**
Bayshore Ballroom 6
- 1:45 p.m. **Case Study: Is Return on Investment a Myth?**
Bayshore Ballroom 7
- 2:45 p.m. **Refreshment Break in the Exhibit Hall**
Bayshore Ballroom 1-3
- 3:00 p.m. **Help Determine Florida's Destiny: Branding Exercise**
Bayshore Ballroom 5
- 3:00 p.m. **Measuring the Community Benefit Initiative**
Bayshore Ballroom 6
- 3:00 p.m. **CRAs: The Early Years**
Bayshore Ballroom 7
- 5:00 p.m. **Reception in the Exhibit Hall**
Bayshore Ballroom 1-3

THURSDAY - OCTOBER 22, 2015

- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**
Bayshore Ballroom 1-3
- 7:00 a.m. **Exhibit Hall Open**
Bayshore Ballroom 1-3
- 7:00 a.m. **Registration Desk Open**
Galleria
- 8:00 a.m. **Opening Plenary Session**
Bayshore Ballroom 5-7
- 9:00 a.m. **Refreshment Break in the Exhibit Hall**
Bayshore Ballroom 1-3
- 9:15 a.m. **Second Plenary Session**
Bayshore Ballroom 5-7
- 10:15 a.m. **Refreshment Break in the Exhibit Hall**
Bayshore Ballroom 1-3
- 10:30 a.m. **Third Plenary Session**
Bayshore Ballroom 5-7
- 11:45 a.m. **Luncheon in the Exhibit Hall**
Bayshore Ballroom 1-3
- 12:45 p.m. **Bridge the "GAP" to Avoid "Going Around People"**
Bayshore Ballroom 5
- 12:45 p.m. **Innovative Development of Affordable Housing**
Bayshore Ballroom 6
- 12:45 p.m. **Using Flood Management Programs as Redevelopment Tools**
Bayshore Ballroom 7
- 1:45 p.m. **Refreshment Break**
Galleria
- 2:00 p.m. **From Glimmer to Glow: The Art in Downtown Lighting**
Bayshore Ballroom 5
- 2:00 p.m. **What Can CRAs Do for Developers?**
Bayshore Ballroom 6
- 2:00 p.m. **How to Engage Your Community**
Bayshore Ballroom 7
- 3:00 p.m. **Refreshment Break**
Galleria
- 3:15 p.m. **Transportation Roundtables: Experts' Advice on YOUR Projects**
Bayshore Ballroom 1
- 6:30 p.m. **Awards and Academy Graduation Dinner**
Bayshore Ballroom 1-3

CONFERENCE AT A GLANCE

SPECIAL THANKS

FRIDAY - OCTOBER 23, 2015

- 7:00 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**
Bayshore Ballroom 1-3
- 10:00 a.m. **Art as Place-Making**
Bayshore Ballroom 5
- 10:00 a.m. **How to Successfully Work with Merchants**
Bayshore Ballroom 6
- 10:00 a.m. **Business Partnerships for Dealing with Panhandling and Our Homeless Citizens**
Bayshore 7



City of Tampa, East Tampa Community
Redevelopment Agency

North 22nd Street Beautification
and Street Enhancement Project

EVENT SPONSOR

Burkhardt Construction, Inc.
City of Tampa

BREAK SPONSOR

Fort Myers CRA

TOUR SPONSORS

Bayside Engineering, Inc.
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David Conner + Associates

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EXHIBITOR AND SPONSOR LISTING

Please thank these sponsors and exhibitors for their support of the FRA!

**Ameron Pole Products
Booth #116**

(276) 676-1138
hunter.mink@nov.com
Contact: Jerry Mink

**Banner Works of Florida, Inc.
Booth #100**

(407) 322-9327
cindy@bannerworksfl.com
Contact: Cynthia Roberts

**Bayside Engineering, Inc.
Tour Sponsor**

(813) 314-0314
kdebosier@baysideng.com
Contact: Kimberlee DeBosier, P.E.

**BCC Engineering, Inc.
Session/Tour Sponsor**

(813) 637-0000
menglish@bcceng.com
Contact: Michael M. English, AICP

**Beacon Products
Booth #111A**

(864) 678-1286
keaves@hubbell-ltg.com
Contact: Kevin Eaves

**Boca Raton CRA
Booth #112**

(561) 367-7070
iolmsted@myboca.us
Contact: Ileana Olmsted

**Burkhardt Construction, Inc.
Event Sponsor - Booth #202**

(561) 659-1400
marc@burkhardtconstruction.com
Contact: Marc Kleisley

**Calvin Giordano & Associates, Inc.
Booth #210**

(954) 921-7781
ccatalano@cgasolutions.com
Contact: Christine Catalano

**Chen Moore and Associates
Booth #111**

(954) 730-0707
pmoore@chenmoore.com
Contact: Peter Moore, P.E.

**City of Tampa
Event Sponsor**

(813) 242-3809
michelle.vanloan@tampagov.net
Contact: Michelle Van Loan, C.R.A

**Cyclone Lighting
Booth #108**

(514) 264-5167
eladouceur@cyclonelight.com
Contact: Eric Ladouceur

**David Conner + Associates
Tour Sponsor**

(813) 258-1997
dconner@dconnerassociates.com
Contact: David Conner

**FINFROCK
Booth #212**

(407) 293-4000
gkroll@finfrock.com
Contact: Gail Kroll

**Florida Community Loan Fund
Booth #211**

(407) 246-0846
janet@fclf.org
Contact: Janet de Guehery

**Florida Small Business Development
Center at USF**

Booth #210A
(813) 905-5800
yrosario@usf.edu
Contact: Yanina Rosario

**Fort Myers CRA
Break Sponsor**

(239) 321-7100
lscrabis@cityftmyers.com
Contact: Leigh Scrabis

**GAI Consultants' Community
Solutions Group**

Booth #203
(260) 969-8803
j.kennedy@gaiconsultants.com
Contact: Jennifer Kennedy

**Kimley-Horn
Booth #114**

(561) 845-0665
alissa.waite@kimley-horn.com
Contact: Alissa Waite

**Lewis, Longman & Walker, P.A.
Booth #205**

(561) 640-0820
tbyrd@llw-law.com
Contact: Tyler Byrd

**Littlejohn, an S&ME Company
Booth #216**

(407) 975-1273
shager@leainc.com
Contact: Sandy Hager

**Neighborhood Lending Partners
Booth #105**

(813) 879-4525
dreyes@nlp-inc.com
Contact: Debra Reyes

EXHIBITOR AND SPONSOR LISTING

Playmore Recreational Products and Services

Booth #204

(239) 791-2400
 info@playmoreonline.com
 Contact: Luke Russell

PPM Consultants

Booth #110

(318) 323-7270
 rachel.ludwig@ppmco.com
 Contact: Rachel Ludwig

Redevelopment Management Associates, LLC

Booth #209

(954) 695-0754
 accounts@rma.us.com
 Contact: Alicia Alleyne

Rep Services, Inc.

Booth #106

(407) 831-9658
 jt@repervices.com
 Contact: J. T. Almon, II

Retail Strategies

Booth #113

(205) 313-3676
 laura.marinis@retailstrategies.com
 Contact: Laura Marinis

Southeast Overtown/Park West CRA

Booth #102

(305) 679-6800
 jadderley@miamigov.com
 Contact: Jonelle Adderley

Stantec

Booth #117

(813) 223-9500
 neale.stralow@stantec.com
 Contact: Neale Stralow

Sternberg Lighting

Booth #217

(502) 295-0896
 smccombs@sternberglighting.com
 Contact: Steve McCombs

Terracon Consultants, Inc.

Booth #104

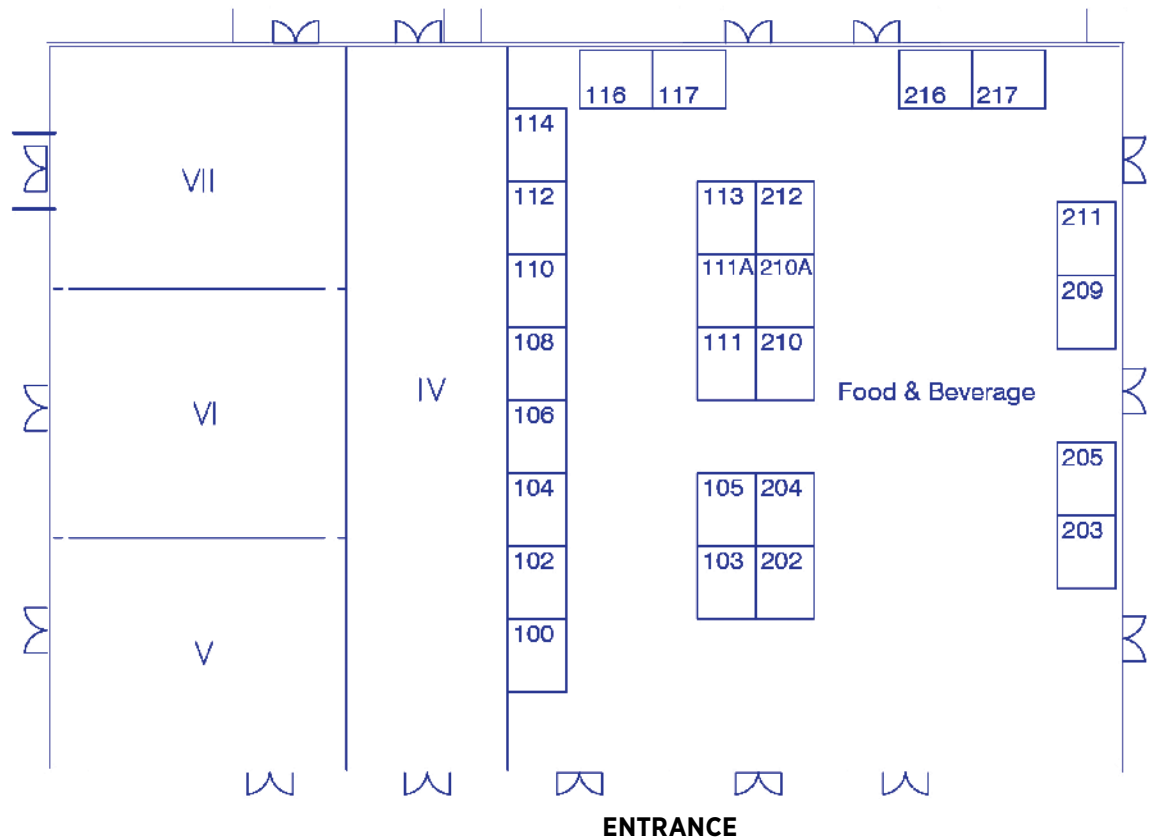
(813) 321-0311
 cindy.cox@terracon.com
 Contact: Cindy Cox

Tindale Oliver

Booth #103

(813) 224-8862
 info@tindaleoliver.com
 Contact: Andrea Sauvageot

EXHIBIT HALL FLOORPLAN



CONFERENCE COMMITTEE

Many thanks to these individuals and their organizations for helping to make this conference possible!

COMMITTEE CHAIR

Diane Colonna, AICP, Margate CRA

COMMITTEE MEMBERS

Natalie Bixby, University of Miami

Charles C. Bohl, University of Miami

Raphael Clemente, West Palm Beach DDA

Kristyn Cox-Goodwin, Delray Beach CRA

Jeremy Earle, ASLA, AICP, FRA-RA, City of Fort Lauderdale

Michael M. English, AICP, BCC Engineering

Marjorie Ferrer, Downtown Management Consulting

Gus Gianikas, AICP, FRA-RA, City of Mount Dora

Gail Hamilton, Zephyrhills CRA

Dennis Haynes, Burkhardt Construction, Inc.

Eric L. Haynes, Inner Urban Holdings, LLC

Marc Kleisley, Burkhardt Construction, Inc.

Teresa Lamar-Sarno, AICP, City of Stuart

Carol Leone, Carol A. Leone, PLLC

Elizee Michel, AICP, FRA-RA, Westgate CRA

Robin F. Nigh, City of Tampa

Angelo Rao, P.E., City of Lakeland

J. Gary Rogers, Lauderdale Lakes CRA

Toni Shamplain, FRA-RA, Panama City Downtown North CRA

Gerald Snell, Avon Park Southside CRA

Ken Stapleton, Ken Stapleton and Associates

Rick Stauts, FRA-RA, Florida City CRA

Diana Wolfson, MSM, Hallandale Beach CRA



Tallahassee Community Redevelopment Agency/Genesis
Gaines Street Revitalization

GENERAL INFORMATION

WELCOME to the 2015 Annual Conference of the Florida Redevelopment Association. Please check your program carefully to determine in advance the exact location of all conference functions.

CONFERENCE FACILITIES

The conference will take place at the Hilton Tampa Downtown. All events will take place in the Bayshore Ballroom unless otherwise noted.

REGISTRATION DESK HOURS

The registration desk will be open as follows:
Wednesday - October 21 7:30 a.m. - 6:30 p.m.
Thursday - October 22 7:00 a.m. - 4:30 p.m.

REGISTRATION PACKAGES

Three-day registration includes all workshops and meal functions scheduled for the conference. One-day registrations include workshops and meal functions scheduled for that day only. **Note** that the mobile tours and CRA board training are **NOT** included with any package and must be purchased separately.

Name badges must be worn to gain access to all conference events.

ADDITIONAL TICKETS

Additional tickets for all meal functions may be purchased at the FRA conference registration desk.

WIRELESS ACCESS

Network: Hilton-Meeting

Password: FRA15!

CONTINUING EDUCATION CREDITS



American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at www.planning.org/cm.

Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

10.5 General CLE Credits

10.5 Business Litigation

10.5 Government Law

10.5 Real Estate

10.5 Government and Administrative Practice Certification Credits.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

International Economic Development Council

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).



Pompano Beach Community Redevelopment Agency/Redevelopment Management Associates
731 Retail Shoppes

SCHEDULE OF EVENTS

TUESDAY - OCTOBER 20, 2015

Board of Directors Meeting

3:00 p.m. - 5:45 p.m.

Garrison Suites

This meeting is open to all FRA members.

River Boat Tour

6:15 p.m. - 8:00 p.m.

Sponsored by BCC Engineering, Inc.

Additional registration of \$40 per person and space is limited.

The bus will load at the Hilton's Jackson Street entrance to transport participants to the boat dock. Return transportation will be provided until 9:00 p.m.

Take a boat ride down the Hillsborough River to the bay and watch the sun set over downtown. You'll see under-bridge lighting displays, the recently completed Tampa River Walk, Waterworks Park and Ulele Restaurant from the comfort of a rented electric boat. At the end of the narrated tour (approximately 8:00 p.m.), enjoy a complimentary beverage at the 360 degree waterfront bar, The Sail, located right by the dock.

Tour Host: Michael M. English, AICP, Principal Planner, BCC Engineering, Inc.

WEDNESDAY - OCTOBER 21, 2015

Coffee at Registration

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

Galleria

Sponsored by the Fort Myers CRA

Registration Desk Open

7:30 a.m. - 6:30 p.m.

Galleria

CRA Board Training

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

Palma Ceia 2

Additional registration of \$25 per person is required and pre-registration is recommended.

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of "what you need to know that you don't know" in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

CM | 3

CM | 1.5 | Law

Instructors: Clifford B. Shepard, General Counsel, Florida Redevelopment Association; and **Carol Westmoreland**, Executive Director, Florida Redevelopment Association

Mobile Tour - Public Art in Downtown Tampa

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

Sponsored by Bayside Engineering, Inc. and David Conner + Associates

Additional registration of \$25 per person and pre-registration is required.

The bus will load at the Hilton's Jackson Street entrance beginning at 7:45 a.m.

You will find out why Tampa is one of the premier downtowns known for its public art. Learn about the artists, challenges, experiences and funding of each project from the people who are involved directly in Tampa's arts programs. The tour begins at City Hall and continues south through downtown toward the Waterfront District. This tour will be part walking, part bus. Tour participants will see a large-scale photo mosaic mural, artist-designed gates, as well as other surprises along the way. Along the river walk, we will discuss and see the tallest sculpture in Florida - Lightning by Jonathan Borofsky.

Tour Host: Melissa LeBaron, Project Coordinator, City of Tampa Art Programs

Welcome Luncheon in the Exhibit Hall

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

Bayshore Ballroom 1-3

Experience what this conference is all about: public and private sectors combining 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.

SCHEDULE OF EVENTS

WEDNESDAY - OCTOBER 21, 2015 CONTINUED

Exhibit Hall Open

11:00 a.m. - 6:30 p.m.

Bayshore Ballroom 1-3

Reimagining State Arterials

12:30 p.m. - 1:30 p.m.

Bayshore Ballroom 5

This session will highlight redevelopment efforts taking place along two major state roads: U.S. 1 in Delray Beach and State Road 7 in Broward County. The strip commercial plazas and aging businesses along these corridors have struggled to compete with new retail centers, but strong population growth, tourist activity and a lack of available vacant land in urban centers has increased their potential for redevelopment. A fresh approach to land use and infrastructure planning was needed to transform these roads into viable mixed-use corridors that are safe and welcoming to pedestrians and transit users. The State Road 7 Collaborative is a regional effort involving 17 municipalities, while Delray Beach's efforts included the state, the city and the CRA. We will share how these ongoing coordinated efforts have made these transformative projects a reality.

CM | 1.0

Moderator: *Diane Colonna*, AICP, Executive Director, Margate CRA and President-Elect, Florida Redevelopment Association

Speakers: *Jeff Costello*, AICP, Executive Director, Delray Beach CRA; and *J. Gary Rogers*, Executive Director, Lauderdale Lakes CRA

Show Us the Money! Financial Options for Projects

12:30 p.m. - 1:30 p.m.

Bayshore Ballroom 6

Think you know about the various sources of revenue and economic incentives to jump start a redevelopment project? This session will focus on a spectrum of financial assistance options that CRAs may utilize to accomplish their redevelopment projects. We will overview state and federal financing; transit-oriented development, housing, environmental remediation and local government assistance;

pledges of revenue; land loans, swaps and sales; and planning assistance, all of which serve as viable financial tools useful in achieving project goals.

CM | 1.0

Moderator: *Toni Shamplain*, FRA-RA, Downtown North Program Manager, Panama City CRA

Speakers: *Ed Johnson*, Urban Development Manager, City of Tampa; *Royce K. Jones*, Esq., Senior Principal, Kane, Ballmer & Berkman; and *Julie Romey*, Senior Principal, Keyser Marston Associates, Inc.

2016 Legislative Update

12:30 p.m. - 1:30 p.m.

Bayshore Ballroom 7

While we are busy embarking upon or rebuilding redevelopment programs, be assured that the legislative arena is in full action mode. What is on the horizon for 2016? Bill is a Tallahassee lawyer and lobbyist who founded the firm and has represented local government clients before the Florida Legislature since 1985. John Wayne joined the firm in 2013 after previously representing the Florida Association of Counties and the Florida League of Cities.

CM | 3

CM | 1.5 | Law

Speakers: *William J. Peebles*, Founder, Peebles & Smith, LLC; and *John Wayne Smith*, Principal, Peebles & Smith, LLC

Refreshment Break in the Exhibit Hall

1:30 p.m. - 1:45 p.m.

Bayshore Ballroom 1-3

Federal Community Reinvestment Act for Florida CRAs

1:45 p.m. - 2:45 p.m.

Bayshore Ballroom 5

This session will explain in detail how the federally mandated Community Reinvestment Act (CRA), can help city or county community redevelopment agencies (CRAs) build partnerships for community and economic development projects with banks. These two different CRAs have the similar focus areas: to use their resources to meet community needs. Through the CRA, banks are tasked with meeting lending, service and credit needs in communities,

SCHEDULE OF EVENTS

while the cities and counties are working on quality of life needs. Come with questions on how you can directly plug into the federal CRA world and identify a lender who might be interested in partnering with you and your CRA projects.

CM | 1.0

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

Getting Back to Neighborhood Basics

1:45 p.m. - 2:45 p.m.

Bayshore Ballroom 6

Sometimes residential redevelopment projects get overlooked because of larger or more glamorous commercial projects. However, small projects and services that more directly address community and neighborhood concerns are also needed. Our speakers will focus on strategies to start reversing long - declining residential property values. They will overview a multi-year expansion of one revitalization area and the effect the investment is having.

CM | 1.0

Moderator: *Gus Gianikas*, AICP, FRA-RA, Assistant Director, Planning and Development, City of Mount Dora and President, Florida Redevelopment Association

Speakers: *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate CRA; *Rick Stauts*, FRA-RA, Executive Director, Florida City CRA; and *Ken Thomas*, Housing and Redevelopment Manager, City of Leesburg

Case Study: Is Return on Investment a Myth?

1:45 p.m. - 2:45 p.m.

Bayshore Ballroom 7

The Stuart CRA redesigned Colorado Avenue, a commercial corridor in need of a facelift. The CRA also matched Community Development Block Grant (CDBG) funds to complete the total \$1.8 million investment. CRA board members asked staff to measure the ultimate “ROI” of the project. We will present our findings and share how to use the FRA toolkit on “Measuring the Benefits of Redevelopment.” We will also discuss how to get a clear understanding of what a CRA project means to the bottom line.

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Speakers: *The Honorable Jeffrey Krauskopf*, Vice Mayor, City of Stuart; and *Teresa Lamar-Sarno*, AICP, Special Assistant to the City Manager, City of Stuart

Refreshment Break in the Exhibit Hall

2:45 p.m. - 3:00 p.m.

Bayshore Ballroom 1-3

Help Determine Florida’s Destiny: Branding Exercise

3:00 p.m. - 4:30 p.m.

Bayshore Ballroom 5

Walker Brand’s motto is “we connect people to places.” What better way to connect FRA with steps we can take in the next three years to grow our association? Nancy will lead us through some big thinking on what redevelopment practitioners in Florida will need in the future, and how FRA can meet those needs. Especially if you have not filled out the online FRA branding survey, we need your assistance to frame the challenges and possible solutions. Come brainstorm with us!

Introduction: *Michael M. English*, AICP, Principal Planner, BCC Engineering, Inc.

Session Leader: *Nancy Walker*, President, Walker Brands

Measuring the Community Benefit Initiative

3:00 p.m. - 4:30 p.m.

Bayshore Ballroom 6

Two south Florida communities have embraced the concept of a Community Benefit Agreement/Plan to improve the economic and social status of residents impacted by redevelopment. One included a local hiring program and an assessment of the level of services and/or economic benefit in the RFP response criteria. As a result, a Community Benefits Agreement was entered into between the developer and community stakeholders. The other city adopted a Community Benefit Plan for small and large projects. The plan developed for this project includes a uniquely “designed” internship program for middle through college age students.

CM | 1.0

SCHEDULE OF EVENTS

WEDNESDAY - OCTOBER 21, 2015 CONTINUED

Moderator: *The Honorable Joy Cooper*, Mayor, City of Hallandale Beach

Speakers: *Choli Aronson*, AIA, LEED AP BD+C, Community Benefit Plan Coordinator, Currie Sowards Aguila Architects; *Kristyn Cox-Goodwin*, West Atlantic Redevelopment Director, Delray Beach CRA; *Jennifer Frastaj*, Assistant City Manager, City of Hallandale Beach; and *The Honorable Anthony Sanders*, Commissioner, City of Hallandale Beach

CRA: The Early Years

3:00 p.m. - 4:30 p.m.

Bayshore Ballroom 7

As those who have done it will agree, starting a new CRA can be an overwhelming endeavor, but with knowledge and persistence there is success. If you are: thinking of creating a CRA; already in the process of starting a CRA; or have a newly created or inactive CRA and need a jump start...this session is for you. Learn from those cities who have successfully navigated the process. Panelists from three cities each with different perspectives will provide you valuable information to help in whatever stage of the process you are.

Moderator: *Gus Gianikas*, AICP, FRA-RA, Assistant Director, Planning and Development, City of Mount Dora and President, Florida Redevelopment Association

Speakers: *Samantha Bishop*, Redevelopment Coordinator, City of Edgewater; *Stephen Cox*, FRA-RP, Executive Director, Bartow CRA; *Steve Lindorff*, FAICP, City of Jacksonville Beach; and *The Honorable Trish Pfeiffer*, Vice Mayor, City of Bartow

CM | 1.0

Reception in the Exhibit Hall

5:00 p.m. - 6:30 p.m.

Bayshore Ballroom 1-3

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.

THURSDAY - OCTOBER 22, 2015

Continental Breakfast in the Exhibit Hall

7:00 a.m. - 8:00 a.m.

Bayshore Ballroom 1-3

Sponsored by the Fort Myers CRA

Exhibitor door prizes will be drawn during this break.

You must be present to win!

Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Bayshore Ballroom 1-3

Registration Desk Open

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

Galleria

Opening Plenary Session and Keynote Presentation

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

Bayshore Ballroom 5-7

Sponsored by the University of Miami School of Architecture and AIA Tampa Bay

Presiding: *Gus Gianikas*, AICP, FRA-RA, Assistant Director, Planning and Development, City of Mount Dora and President, Florida Redevelopment Association

Introduction: *Charles C. Bohl*, Associate Professor and Director, Graduate Program in Real Estate Development and Urbanism, University of Miami School of Architecture

Keynote Presentation: *Vicente Guallart*, Chief Architect, City of Barcelona, Spain



As chief architect for the City of Barcelona, **Vicente Guallart** developed the strategic vision of the transformation of the city and its major development projects. He was the first manager of Urban Habitat, a new department encompassing the areas of urban planning, housing, environment, infrastructure and information technologies. In 2001, he founded the Institute of Advanced Architecture of Catalonia (IAAC), one of the best Architectural Master Schools in the world. Some of his projects are the Denia Mountain - reconstruction of an old quarry in an environment that holds an old Arab castle that was selected for the Venice Biennale 2004; three

SCHEDULE OF EVENTS

ports in the North of Taiwan – winners of two international competitions; and the Sharing Tower in the neighborhood of la Torre Valencia. Guallart Architects has also developed projects such as the Sociopolis neighborhood in Valencia and the Gandia Sharing Blocks. He is the author of the books *Geologics* and *The Self-Sufficient City* and co-author of the *Metapolis Dictionary of Advanced Architecture*. His work has been exhibited at the Biennale of Venezia, MOMA and AIA in Washington. He will talk about a blueprint for the world to come, a world built around cities and their renewed capabilities to become productive again, based on the principles of local self-sufficiency and global connectivity.

CM | 1.0

Refreshment Break in the Exhibit Hall

9:00 a.m. - 9:15 a.m.

Bayshore Ballroom 1-3

Exhibitor door prizes will be drawn during this break.

You must be present to win!

Vicente Guallart: An Interview Session

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

Bayshore Ballroom 5-7



This session will feature an interview with keynoter Vicente Guallart. **Charles C. Bohl**, Director of the University of Miami Graduate Program in Real Estate Development and Urbanism, School of Architecture, will be asking the questions of Mr. Guallart in this unique and informal setting.

CM | 1.0

Refreshment Break in the Exhibit Hall

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

Bayshore Ballroom 1-3

Exhibitor door prizes will be drawn during this break.

You must be present to win!

Third Plenary Session and Keynote Presentation

10:30 a.m. - 11:45 a.m.

Bayshore Ballroom 5-7

Presiding: Gus Gianikas, AICP, FRA-RA, Assistant Director, Planning and Development, City of Mount Dora and President, Florida Redevelopment Association

Introduction: Diane Colonna, AICP, Executive Director, Margate CRA and President-Elect, Florida Redevelopment Association

Keynote Presentation: Fred Kent, Founder and President, Project for Public Spaces



Traveling over 150,000 miles a year, providing technical assistance to all types of communities and teaching more than 10,000 people in place-making techniques, **Fred Kent** gives major talks across North America and internationally. Over the

past 37 years, Fred has worked on hundreds of projects all over the globe. He is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. He is known throughout the world as a dynamic speaker and prolific ideas man.

CM | 1.0

Luncheon in the Exhibit Hall

11:45 a.m. - 12:45 p.m.

Bayshore Ballroom 1-3

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break.

(And, yes, you must be present to win!)

Bridge the “GAP” to Avoid “Going Around People”

12:45 p.m. - 1:45 p.m.

Bayshore Ballroom 5

We all think we know what’s best for the community, but sometimes we do not stop and listen. When this results in a community struggle there is usually a communication gap between local governmental entity and the community it serves. This program delves into authentic communication and public engagement. We will share how to listen, how to remove self to become one with the community, and how to develop strategies that open the lines of communication.

CM | 1.0

Speaker: Petula Burks, Public Affairs Director, City of Miami Gardens

SCHEDULE OF EVENTS

THURSDAY - OCTOBER 22, 2015 CONTINUED

Innovative Development of Affordable Housing

12:45 p.m. - 1:45 p.m.

Bayshore Ballroom 6

During this session attendees will learn how the Hallandale Beach Community Redevelopment Agency launched an innovative project to build new single - family homes and how it successfully accomplished the goal of providing affordable housing opportunities to income-eligible, first - time homebuyers. Additionally, we will show how the development of these new housing units is a redevelopment tool that created physical, economic and social improvements to the area.

CM | 1.0

Moderator: *Jeffrey L. Oris*, CEcD, Economic Development Director, City of Miami Beach

Speakers: *Carolyn M. Allen-Smith*, Administrative Assistant, Hallandale Beach CRA; *Corey W. O’Gorman*, AICP, President, PLACE Planning & Design, Inc.; *Lovern Parks*, Community Redevelopment Specialist, Hallandale Beach CRA; and *Diana M. Wolfson*, MSM, Real Estate and Property Management Coordinator, Hallandale Beach CRA

Using Flood Management Programs as Redevelopment Tools

12:45 p.m. - 1:45 p.m.

Bayshore Ballroom 7

A lot has changed with the Federal Emergency Management Agency (FEMA) in one year. Despite intense lobbying and citizen complaints, Congress has stayed on the course of supporting insurance companies in recovering the real cost of flood insurance and damages throughout the country. The Homeowners Flood Insurance Affordability Act (HFIAA) became effective on April 1, 2015. The Act provides for adjustment of insurance rate based on a revised Flood Insurance Rate Map. As a result, many communities will see their insurance rates go up. Fortunately, a Community Rating System (CRS) allows communities to voluntarily submit their comprehensive floodplain management program and receive premium reductions. This session will explore how communities can use these programs to facilitate redevelopment in flood prone areas.

CM | 1.0

Moderator: *Denise Pennell*, Senior Planner, Westgate CRA
Speakers: *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate CRA; and *Ken Todd*, P.E., Water Resources Manager, Palm Beach County

Refreshment Break

1:45 p.m. - 2:00 p.m.

Galleria

From Glimmer to Glow: The Art in Downtown Lighting

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

Bayshore Ballroom 5

This session will focus on how public art can create a buzz, put your city in the spotlight and raise its visibility to the creative and tourist markets. Looking closely at Lights on Tampa featured in the Tuesday evening tour, this session will also include methods and processes for funding, resources and partnerships, whether you have an art program established or not.

CM | 1.0

Moderator: *Raphael Clemente*, Executive Director, West Palm Beach DDA

Speaker: *Robin F. Nigh*, Manager, Art Programs, City of Tampa

What Can CRAs Do for Developers?

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

Bayshore Ballroom 6

Learn about the basic and general do’s and don’ts that can make or break a (re)development deal. We talk a lot about being “development friendly,” but what little things can a government or CRA do to actually support that claim? What is realistic for a small city? We will discuss how to get the word out and how to put a deal structure together, from a developer’s perspective. The intent is to provide insight on how delays, outdated zoning and “negative administration” can be changed to line up with the stated community vision.

CM | 1.0

Speakers: *Greg Brewton*, President, Greg Brewton & Associates; *Maurice Egozi*, Principal and CFO, Pointe Development Companies; and *Eric L. Haynes*, CEO, Inner Urban Holdings, LLC

SCHEDULE OF EVENTS

How to Engage Your Community

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

Bayshore Ballroom 7

Join this lively discussion on how to bring divergent groups together to support a local redevelopment project, plan or program. Our guest speaker will frame the challenges and some best practices. Then our leaders will facilitate small discussion groups about how to make good goals and intentions a reality back home.

CM | 1.0

Introduction: *Julius D. Davis*, P.E., LEED-AP, Member, Florida Advisory Council and Small and Minority Business Development

Moderator: *Gerald Snell*, Southside Chairman, Avon Park CRA

Speaker: *Deric C. Feacher*, City Manager, City of Winter Haven

Team Discussion Leaders: *Kristyn Cox-Goodwin*, West Atlantic Redevelopment Director, Delray Beach CRA; *Jeremy Earle*, AICP, ASLA, FRA-RA, Deputy Director, Sustainable Development, City of Fort Lauderdale; and *Toni Shamplain*, FRA-RA, Downtown North Program Manager, Panama City CRA

Refreshment Break

3:00 p.m. - 3:15 p.m.

Galleria

Transportation Roundtables: Experts' Advice on YOUR Projects

3:15 p.m. - 5:00 p.m.

Bayshore Ballroom 1

Sponsored by BCC Engineering, Inc.

This plenary session is designed to give all attendees the opportunity to get answers to questions and dilemmas, no matter the type and status of your transportation project(s). The table topics will be marked and as you visit around, you might learn from others' questions and discussions. Topics include: complete streets, state grants, pedestrian priority zones, transit, a large scale ped/bike bridge, bike sharing through the master planning approach, Vision Zero programming, walkability, multi-modalism, streetscapes, CRA funding of transportation projects, and practical ways

to get grassroots advocacy off the ground. Our experts have **a lot** of combined transportation solutions experience, so take advantage of it while you can!

CM | 1.0

Moderators: *Michael M. English*, AICP, Principal Planner, BCC Engineering, Inc.; and *Angelo Rao*, P.E., Manager, Traffic Operations, City of Lakeland

Table Experts: *Diana Alarcon*, City of Fort Lauderdale; *Elizabeth Alden*, AICP, Hillsborough County MPO; *Charles Barmby*, City of Lakeland; *Cassandra Borchers*, AICP, Pinellas Suncoast Transit Authority (PTSA); *Dirk Danley*, Florida Department of Transportation; *Jean W. Duncan*, P.E., City of Tampa; *Leigh Scrabis*, FRA-RA, Fort Myers CRA; *Michael M. English*, AICP, BCC Engineering, Inc.; *Dennis Haynes*, Burkhardt Construction, Inc.; *Ed Johnson*, City of Tampa; *Marc Kleisley*, Burkhardt Construction, Inc.; *Suzanne Monk*, Florida Department of Transportation; *Angelo Rao*, P.E., City of Lakeland; *Eric Reil*, Miami Downtown Development Authority; *Steve Tocknell*, AICP, Tocknell Planning Services, LLC; and *Carin Watkins*, Florida Department of Transportation

Awards and Academy Graduation Dinner

6:30 p.m. - 8:30 p.m.

Bayshore Ballroom 1-3

Sponsored by Burkhardt Construction, Inc.

SCHEDULE OF EVENTS

FRIDAY - OCTOBER 23, 2015

Plenary Session

7:00 a.m. - 10:00 a.m.

Bayshore Ballroom 2-3

Annual Business Meeting

7:30 a.m.

Join us in welcoming our newest, as well as current, FRA Board members for 2015-2016 during a brief annual business meeting.

Welcome

8:00 a.m.

The Honorable Bob Buckhorn, Mayor, City of Tampa



Bob Buckhorn was sworn in as the 58th mayor of the City of Tampa, the nation's 53rd, largest city, on April 1, 2011. In the past three years, Mayor Buckhorn focused on the city's and region's economic

leadership, stability and, most importantly, business opportunity. Today, local government is smarter, urban development is centered on the riverfront, and Tampa is recognized as the competitive city it is. Our continued success in those efforts will set the stage for how and why we build in tomorrow's Tampa.

In one of his first actions as mayor, Buckhorn created a diverse panel of local business people and community activists to help reshape how City Hall does business. The results are tangible: a one-stop shop permitting process, better online accessibility to city services, and increased efficiencies resulting in saved taxpayer dollars.

Under Mayor Buckhorn, the city is smarter about how it does business. Despite facing continued economic challenges and rising health care, personnel and fuel costs, he has balanced the budget year after year while making strategic investments and without raising property taxes. In efforts to re-center our city around the Hillsborough River, he has heavily invested in augmenting our

pattern of urban, riverfront parks. Buckhorn sees the waterfront areas as setting Tampa apart from other cities, and continues to look for ways residents and visitors can enjoy an active, vibrant riverfront.

FRA Annual Awards Showcase

8:15 a.m.

Wake up with the winners of the 2015 Best Book awards! They will share the details of what they did and how they did it, and the FRA will share tips on how you can apply for and win an FRA award for your project next year.

CM | 2.0

Moderator: *Gail Hamilton*, CRA Director, City of Zephyrhills

Presenters: *2015 FRA Award Winners*

Art as Place-Making

10:00 a.m. - 11:30 a.m.

Bayshore Ballroom 5

It harnesses the power of creativity, emotion and innovation, and can transform the public realm from mundane to marvelous. It is what our children, visitors and investors remember about a city, whether they grew up with an iconic landmark, pass it on the way to work, or see it on their way to the airport, cruise ship or walking down a street. Art tells a story and connects people to a place. You will see examples from downtown West Palm Beach and other locales that demonstrate the overwhelming difference that art makes in how the public realm is perceived and experienced. The site selection process and how to gain support will be also be discussed.

CM | 1.5

Moderator: *The Honorable Shanon Materio*, Commissioner, City of West Palm Beach

Speakers: *Raphael Clemente*, Executive Director, West Palm Beach DDA; and *Sherryl Muriente*, MURP, Associate AIA, Instructor, School of Urban and Regional Planning, Florida Atlantic University

SCHEDULE OF EVENTS

How to Successfully Work with Merchants

10:00 a.m. - 11:30 a.m.

Bayshore Ballroom 6

What tried - and - true methods are effective to help merchants help themselves? We coach, partner with and communicate with our merchants for better relationships and better business. Their success is our success, but the “us and them” mentality is sometimes hard to get through. They will share all kinds of ideas and tell you what works (most of the time) in what situations.

CM | 1.5

Speakers: *Marjorie Ferrer*, President, Downtown Management Consulting; *Sharon West McCormick*, Director of Business Attraction and Marketing, Redevelopment Management Associates, LLC; and *Ronni Wood*, CMSM, Florida Main Street Coordinator, Florida Department of State

Business Partnerships for Dealing with Panhandling and Our Homeless Citizens

10:00 a.m. - 11:30 a.m.

Bayshore 7

For those communities of all sizes struggling with concerns about panhandling and homeless behaviors that keep customers and investors away, this session will provide fresh ideas and perspectives. Panelists will discuss innovative partnerships between business and social service interests to improve safety perceptions related to panhandling and homelessness. New housing finance models, revenue redirect programs, physical improvements, communication strategies, and comprehensive service models involving business partners will be reviewed.

CM | 1.0

Speakers: *Kevin Lawler*, Principal, NK Ventures LC; and *Ken Stapleton*, President, The Safedesign™ Institute



West Palm Beach Downtown Development Authority

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