

# FRA ANNUAL CONFERENCE

## *Program*

October 19-21, 2011

Hilton Orlando

### **Letter from the President**

Welcome to the Annual Conference of the Florida Redevelopment Association!

Although we find ourselves in the midst of a downward economy, especially in Florida, governments and businesses can and must partner, communicate, and work together to take control of their own economic destiny.

This year's conference is appropriately about urban economic development. Our conference committee, led by in-coming President Marc Mondell, has done an outstanding job of developing this program, especially targeted to community redevelopment agencies and urban economic development programs. It also features a variety of information - long on take home value and transferability - on urban business development. All of this, as we know, creates and sustains jobs in our communities.

Redevelopment through CRAs is urban economic development. And now that urban growth, the key to job creation, is the focus of federal, state and local funding, let's maximize this opportunity to plan and leverage our resources. From energy policies to codes, from marketing to creative financing, this year's program will enable you to take action immediately in support of successful local economic development objectives.

We are continually posting a lot of interesting urban economic development information at [www.redevelopment.net](http://www.redevelopment.net). Stop by the "Tech Booth" near the registration desk to learn all about our new "list serve" in the interactive members' section. By signing up, you can now ask your fellow members for, or share information with them, on best practices, directly online.

It has really been an honor to serve as President this year. I look forward to seeing all of you at the conference, and let us know how the FRA can help you going forward to advocate for quality urban economic development in Florida.

A handwritten signature in blue ink, reading "Kurt Easton". The signature is stylized, with the first name "Kurt" written in a cursive-like script and the last name "Easton" in a more blocky, capital-heavy style.

Kurt Easton, FRA President 2010-2011

**Tuesday**  
**October 18, 2011**

**Redevelopment Academy Courses**

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

*Redevelopment 101*

*Operations and Capacity Building*

Pre-registration is required.

<http://redevelopment.net/member-services/certification/>

# Wednesday

## October 19, 2011

*Don't miss out on all the new "tech" features at this conference! Check out the QR codes to FRA face book, twitter, foursquare, and mobile expo and program sites. Then, visit the RBOA "Tech Booth" for free public relations and marketing consultations, or to get a guided tour of the new query features of the website.*

### **Registration Desk Open**

7:30 a.m. – 6:30 p.m.

### **Refreshments at Registration**

7:30 a.m. – 9:00 a.m.

### **Mobile Tour - Amway Center**

8:00 a.m. – 11:00 a.m.

The monumental tower serves as a beacon in the Downtown Orlando skyline. The Amway Center is more than an arena! You will see the amazing exterior, a modern blend of glass and metal, and the spacious 875,000 square foot interior. Unmatched technology and an environmentally friendly design include the tallest HD video board in any NBA venue. There's something for everyone, as well, with Stuff's Magic Castle for the kids and Gentleman Jack's Terrace for the "kid at heart". Come see what everyone is talking about! [www.AmwayCenter.com](http://www.AmwayCenter.com).

Pre-registration is requested; onsite registration is available if space allows. \$25 extra fee

### **PR Video Interviews with RBOA**

8:00 a.m. – 9:00 a.m.

**PR Consult for FRA Members (sign up at RBOA booth onsite or [www.redevelopment.net](http://www.redevelopment.net))**

8:00 a.m. – 2:30 p.m.

**FRA Committee Meetings - open**

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

Certification

Regional Representatives Orientation

**FRA Board Meeting - open**

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

**Exhibit Hall Open**

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

**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, and bring plenty of business cards!

**Opening Plenary Session**

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

Presiding: *Kurt Easton, AICP*, President, Florida Redevelopment Association;  
Principal, Urban Networks, LLC

**Welcome**

*The Honorable Buddy Dyer*, Mayor, City of Orlando, and *the Honorable Patty Sheehan*, Mayor Pro Tem, City of Orlando

**Keynote**

*Annetta Wilson*, President, Annetta Wilson Media Training & Success Coaching

**What Has the FRA Done for You Lately:** Committee Reports and State of the Organization

*FRA Board and Committee Chairs*

**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 is required; \$25 extra fee; space is limited.

## **Corridor Redevelopment**

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

Every community, big or small, has a roadway corridor that most people “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. We can attract profitable businesses, increase the tax base, and improve mobility and livability for our residents.

## **Code Enforcement as a Redevelopment Tool**

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

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.

## **Job Creation through Local Energy Policies**

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

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 leverage energy funds to provide incentives for energy efficiency retrofits, thus stimulating private investment.

**Refreshment Break in Exhibit Hall**

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

**Plenary Session**

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

**Keynote**

*Robert McNulty*, Founder and President, Partners for Livable Communities

**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 visit each booth for some great gift drawings on Thursday (bring plenty of business cards).

# Thursday

## October 20, 2011

### **Registration Desk Open**

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

### **Continental Breakfast in Exhibit Hall**

7:30 a.m. - 8:00 a.m.

### **Exhibit Hall Open**

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

### **Advancing a New Urban Paradigm**

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

Redevelopment offers the unique opportunity to replace suburban ways of designing with exciting new urban concepts and themes. When people can clearly visualize outcomes, we provide predictability, and that 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.

### **Business Awareness Marketing**

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

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!



### **Essential Economic Development Law for Redevelopers**

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

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 the powers of local governments to initiate economic development.

### **Refreshment Break and Door Prize Drawings**

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

Some great gifts will be raffled off by drawing from the names of people who have visited each exhibitor's booth. Must be present to win!

### **Innovative Zoning for an Innovative Economy**

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

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.

### **Place-making Strategies to Reinvigorate Public Spaces**

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

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. 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.

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

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

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;  
Principal, Urban Networks, LLC

## **Keynote**

*Rebecca Ryan*, President, Next Generation Consulting, Inc.

## **Business Session**

Presiding: *Kurt Easton, AICP*, President, Florida Redevelopment Association;  
Principal, Urban Networks, LLC

## **Healthy Foods Projects**

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

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 about some exciting programs and exactly where to go for more information.

## **Incentives and Grants for Urban Economic Development Programs**

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

Learn what is out there from foundations, non-profits, state and federal sources, and how to leverage local dollars with private partners. The role of the new Department of Economic Development and Enterprise Florida, along with 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.

### **How to Attract National Retailers to Your Area**

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

This forum with national retailers will allow attendees to discuss those things that would interest them in developing a new site or making 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?

### **Refreshment Break in Exhibit Hall**

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

More great gift drawings – you must be present to win!

### **Financing Your Redevelopment Project**

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

This forum will explore some federal and state funding sources for long-range project funding. In downturned times, this is the key to making sure any loss of momentum is not permanent. We will gather bankers, bond 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 the Community Reinvestment Act requirements.

### **Legislative Update**

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

We have much to talk about from the 2011 session: changes to the growth management laws and constitutional revenue limitations. How do they *specifically* impact economic development and redevelopment in Florida? What should we focus on for 2012, which starts in January, due to legislative 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. – 8:30 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”! Make plans to attend this fun event, on the red carpet, onsite at the 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. The topics are:

**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 will be available for questions about revenue calculations, assessment rolls, and other finance related issues.

**Sustainable Neighborhoods** – Learn about how you can use this program successfully in your community.

**Using Your Local Diversity** – Let's share what you can do to maximize your community's assets from a diverse point of view, and how focusing on diversity can make your redevelopment efforts more successful.

This is a tentative program, subject to change. The latest version will be posted at [www.redevelopment.net](http://www.redevelopment.net).