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***“REDEVELOPMENT DEFINED"***

**TAMPA MARRIOTT WATERSIDE  
OCTOBER 30-NOVEMBER 1, 2013**

*(AICP/FL BAR CLE/IEDC/FGFOA Credits pending for many sessions.)*

**Tuesday, October 29, 2013**

**FRA Academy: *Redevelopment 101***

*9:00 am – 4:00 pm*

The academy is for those (non-members too!) who want 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, consultants, lenders, vendors, attorneys, citizens 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/.

**“Early Bird” Get Together**

*7:00 p.m. – 8:00 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 for snacks and refreshments.

**Wednesday, October 30, 2013**

**FRA Conference Registration Open**

*7:30 am – 5:00 pm*

**Coffee and Tea**

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

**CRA Basics Board Training**

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

This is an introductory short course designed for staff, elected and appointed officials, and especially CRA Board members. We welcome anyone who wants to learn about the basic legal, legislative, 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.

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

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

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 walk and ride, via the TECOLine Streetcar, through Tampa's Urban Center, the Channel District and Ybor City. Your guides will be local Congress for the New Urbanism (CNU) members, Tampa CRA Managers and the Downtown Partnership's Director of Placemaking. 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 before we return to the conference hotel by streetcar. *$25 per person and pre-registration is recommended.*

**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.*

**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 for the City Center of Tampa, Fla. This tour will focus on the East

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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. This master plan, when complete, will form a living "workbook" of initiatives in core areas of land planning, transit, zoning, and economic development and financing strategies. 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.*

**Welcome Lunch in Exhibit Hall**

*11:15 a.m. - 12:45 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.

**Legislative Update**

*1:00 p.m. – 2:00 p.m.*

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?

**Refreshment Break**

*2:00 pm – 2:15 pm*

**Sessions**

*2:15 p.m. – 3:15 pm*

**Retail Recruitment in the New Economy**

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.

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**Using GIS Data to Locate Redevelopment Opportunities**

A Geographical Information System (GIS) is a powerful tool which can aid community redevelopment planners, and in this case, promote healthful food re-investments. This session explains the GIS methods used by the Broward Regional Health Planning Council to locate opportunities for market gardens, farmers markets, and healthy corner stores within communities that have significant rates of diabetes, low socioeconomic status, and low access to healthful food. This approach is unique because it goes beyond simple mapping by employing geo-statistical significance tests. Session participants will follow the methods used for data acquisition, processing, mapping, and statistical interpretation.

**Extending a CRA Term and CRA Sunsets**

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. Finally, we will briefly discuss the steps for options to extension, i.e. termination of a plan/trust fund and expenditures.

**Break**

*3:15 p.m. – 3:30 pm*

**Sessions**

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

**Updating Your Plan**

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! Links to all kinds of information collected by session participants, such as contact information, sample ordinances, memos, studies and resources will be posted online.

**Wednesday, October 30, 2013**

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

The primary focus of the redevelopment act is the alleviation of slum and blight. Everything a CRA does has to relate back to the plan, which relates back to the finding of necessity, and has to be spent in the district. However, we all have areas in our cities that have basic needs for services that CRAs can supply. CRAs have experienced varying degrees of success with these projects targeting slum conditions. Come to this session to hear the stories of how CRAs prioritized slum area projects, the mistakes made and successes experienced.

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

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 on the tools and techniques available to alleviate blighted conditions in their CRA.

**Break**

*4:30 p.m. – 4:45 p.m.*

**Sessions**

*4:45 p.m. – 5:45 p.m.*

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

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.

**The Good, the Bad and the Ugly**

Are there unanswered questions you wished you could ask about redevelopment, but did not know quite how to bring them up? Well here is your chance to anonymously (or not) ask a panel of brave and intrepid CRA practitioners those questions. You can submit the questions in writing ahead of time (box at registration desk or at start of session). There will be representatives from programs of all sizes, large and small on the panel. Who knows? Maybe a new solution or idea will spring from this “brain picking” session!

**Wednesday, October 30, 2013**

**PACE Legal Update and CRA Energy Incentive Programs**

The Property Assessed Clean Energy (PACE) program has received mixed reviews nationally. However, in Florida, there are several projects alive and well. We will review their status and how they operate for what results. In Tallahassee, the city and the CRA partner on the Neighborhood REACH Program. Through the city owned utility, energy efficient improvements, such as installation of energy efficient HVAC and hot water heaters, are offered to low income homeowners within the redevelopment area.

**Reception in Exhibit Hall**

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

This is a great opportunity for 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**

*8:00 p.m*

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 local self guided tours.

**Thursday, October 31, 2013**

**Continental Breakfast in Exhibit Hall**

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

**Sessions**

*8:00 a.m. – 9:00 a.m.*

**Planning Capital Projects in Small Cities**

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. Whether it’s a streetscape, parking garage, or a park project, it can be a daunting endeavor. We will cover the processes at each step: design, reviews, public involvement, approval and procurement.

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

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 CRAs who have healthy partnerships that work to revitalize their communities.

**What’s Worth Knowing?**

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 create baselines that are critical for making good decisions regarding future growth. Learn about getting the details and how to count: businesses, assets, employees, cars, bikes and parking spaces. Learning the number and categories of crimes, numbers of pedestrians in an entertainment district plus the number of meals served is also data that contributes to the economic impact of a commercial area.

**Sessions**

*9:15 a.m. – 10:15 a.m.*

**Getting the Right Team for Construction Management**

This session will cover the phase after pre-construction conceptual development is completed. Now that you have defined the project, how do you get it built? 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 the different delivery methods.

**Thursday, October 31, 2013**

**Infrastructure Funding through TIF Rebates**

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.

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

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, pricing and how it impacts businesses. We will discuss how to use parking

management and pricing to revitalize downtowns and business corridors. We will also discuss innovative transportation modes within the local area to solve parking shortages.

**Break**

*10:15 a.m. – 10:30 a.m.*

**Sessions**

*10:30 a.m. – 11:30 a.m.*

**Healthy Lifestyles through Urban Agriculture**

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 will be explored as will factors of project cost and design. Zoning impediments, hydroponics, aquaponics, indoor farming and rooftop gardening methods will be discussed. CRA’s can address the issues of slum and blight by these activities: creating jobs, addressing community health issues, and utilizing vacant land.

**Complete Streets**

This session will overview complete streets and all it entails. As cities continue to redevelop and implement infrastructure improvements to promote economic development, the creation of a multimodal transportation system is of paramount importance.  “Complete Streets” is a design approach to a wide array of transportation, pedestrian, accessibility and safety issues. Learn about the role of government leadership in complete street programs on policy AND design. Note: *this session is especially recommended for elected officials.*

**Thursday, October 31, 2013**

**Effective Partnerships for Economic Development**

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?

**Annual Business Meeting and Keynote Luncheon**

*11:45 a.m. - 1:45 p.m.*

**Sessions**

*2:00 p.m. – 3:00 p.m.*

**Health Care Facilities in CRAs**

Many CRAs have some type of health care facilities in their redevelopment areas. The impacts, benefits, funding and intergovernmental issues that spring from their location are varied. We will discuss successful partnerships which provide benefits to the facilities from the CRA, as well as benefits to the CRA from health screening programs, outreach clinics, neighborhood clinics, hospitals, and other community health programs.

**Smart Growth Land Use Case Studies**

Smart Growth aligns with the goals and objectives in most redevelopment plans, whether named as such, or not.  But sometimes there are locally created planning obstacles to doing innovative things in our communities. We will reveal 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 sixteen cities to implement code and design

standards for more livable, healthy and safe places – and economic vitality!

**What Do Developers Want?**

What is a peer list?  How can a developer help you show return on investment?  Is benchmarking worth it?  These days due diligence is more important than ever, but how can you avoid analysis paralysis? Attendees will leave with a better understanding of how data is used by a developer/investor and how CRAs and other entities can use market research to improve the development and investment climate.  We will highlight challenges with targeted questions to the panel for examples of common problems and solutions to them.

**Thursday, October 31, 2013**

**Break**

*3:00 p.m. – 3:15 p.m.*

**Sessions**

*3:15 p.m. – 4:15 p.m.*

**Business Accelerators through Universities**

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.

**Marketing Redevelopment in 2013**

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 methods, tools, examples, resources and how to use digital communications and the media for low cost and effective results. The world is your oyster, and this session will inspire you on how to actually “make it happening” locally.

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

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.

**Break**

*4:15 p.m. – 4:30 p.m.*

**Thursday, October 31, 2013**

**Sessions**

*4:30 p.m. – 5:30 p.m.*

**Don’t Forget the Fun: Incorporating Art and Technology Into Projects**Description: Let’s discuss different ways to incorporate color, lights, sound and multi-media into your next project. From simple low-cost ideas with big impact to your district to major installations that help create an identity for your community.

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

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!

**Dealing with Zoning Issues: Noise and Litter**

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 is too loud, how can it be measured and administered? 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.

**Awards and Academy Graduates Dinner – new surprises TBA this year!**

*6:30 p.m. – 8:30 p.m.*

**Friday, November 1, 2013**

**FRA Awards Showcase**

*8:00 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, funny and not so funny anecdotes, and backup information, statistics, articles, etc. related to the project.

**FRA Academy: *Incentives***

*9:30 am – 4:30 pm*

The academy is for those (non-members too!) who want 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, 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/.

**Sessions**

*10:15 a.m. – 11:45 a.m.*

**Ethics and Law – Electronic Communications Management**

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.

**Practical Tools for Sustainability in CRAs**

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!

**Friday, November 1, 2013**

**State, Federal and Local Grants, Loans and $$$**

This session will help you get started on a search for funding. Whether you do it yourself or hire someone, the sources are the same. We will compile a super master list of sources for you and link them online after the conference. We will also bring in grant professionals to give you tips, as well as state grant administrators to tell you how to go about applying for a state grant. “J-O-Bs” is the buzz word today with state grants - how can you tap into grants with a job creation focus?

**Tampa Heights Garden Tour**

*10:30 a.m. – 12:00 noon*

The Tampa Heights Community Garden is a model for other programs, and you will learn all about it on this tour. 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 is recommended as space is limited.

**Adjourn**

*May 8, 2013*