**FRA Annual 2012 Conference Program**

**“Small Towns/Big Towns -**

 **Redevelopment Strategies at Work”**

***The Daytona Hilton is offering the reduced rate of $145/night for FRA conference participants. This includes complimentary self-parking for overnight guests, and complimentary wired internet access in all guest rooms and meeting areas. Reservations should be made prior to October 1, 2012 by contacting the hotel directly at (386) 254-8200. A credit card is required to guarantee the reservation, but no charges will be applied prior to arrival. Any cancellations must be received at least 72 hours prior to your scheduled arrival. The room block may sell out before the cut-off date, so we cannot guarantee availability of rooms or the conference rate. For complete details on the Hilton, please visit their website at www.daytonahilton.com.***

**Tuesday, October 23, 2012**

9:00 a.m. – 4:00 p.m. **FRA Academy Certification Class:** **Redevelopment 101**

(to sign up, visit http://redevelopment.net/member-services/redevelopment-academy/)

**Wednesday, October 24, 2012**

7:30 a.m. **Registration Desk Open**

7:30 a.m. **Refreshments at Registration**

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

**CRA Basics Board Training**

This course is designed for elected and appointed officials, and specifically 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. Sign up separately on the registration form for this class.

8:00 a.m. **FRA Certification Committee**

8:00 a.m. **FRA Regional Orientation**

8:00 a.m. **Mobile Tours**

**Halifax Area CRAs**

Wednesday, October 24

8:00 am – 11:00 am

*Sponsored by Halifax Area CRAs*

The CRAs of Daytona Beach, Holly Hill, Ormond Beach, South Daytona, Port Orange, and Daytona Beach Shores will share how several projects in their CRA districts came about, and show you the results ranging from US 1 and A1A streetscape improvements to new hotels and parks.

**New Smyrna Beach Mobile Tour**

Wednesday, October 24

8:00 am – 11:00 am

*Sponsored by the New Smyrna Beach CRA*

You will tour several new projects in different stages of development, as well as learn about project details. Included are: a new 112 room Hampton Inn; a new urban beachfront park; and a retrofit of two buildings, vacant for a long time in the old downtown area; a housing complex for 33 artists, over a dozen commercial façade or redevelopment projects; a renovated beach front park; and seven streetscape projects.

We will also tour the Black Heritage Museum, and a school building adapted for re-use as the Marine Discovery Center.

*Pre-register for both tours using the online registration form @ redevelopment.net.*

9:00 a.m. **FRA Board Meeting**

11:00 a.m. **Exhibit Hall Open**

11:00 a.m. **Welcome Lunch Exhibit Hall**

12:30 p.m. **Opening Plenary and Keynote**

***Rich Luker: Building Simple Community for Redevelopment Success***

2:00 p.m. **Refreshment Break Exhibit Hall**

2:15 p.m.

**Making Your CRA Business Friendly**

Businesses sometimes incorrectly blame government for being the entity of “no”, due to regulations, permitting, and fees. What services and programs can be offered to change this perception? How much does it cost, and does it really work?

**Revitalizing Your Downtown through Tourism**

Florida is a destination, all over the state. People love to visit, so how can your downtown capitalize on natural assets, i.e. your unique identity? This session will give some great, inexpensive ideas for small programs, as well as great examples of how others did it.

**Planning for CRA Revenues and Expenditures**

Florida’s revenue limitations have taken a toll on CRA trust funds. But perhaps we can maximize property values by prioritizing projects, and other planning tools. Also, what is the approved, complete list of allowable CRA expenditures, and does that change if needs and funding levels change? We will go over the legal and practical best practices.

3:45 p.m. **Refreshment Break Exhibit Hall**

4:00 p.m.

**Building an Economic Development Program in your Town**

Florida has made a huge investment in job creation, at the state and local level. But are there tried and true steps that local officials can take to make sure they are doing the right things to ultimately “make it happen”?

**Paved, But Still Alive**

Perhaps we should re-examine our theories and practices on parking supply and demand. How can you get needed parking? We will also cover adaptive and re-used parking through incentives, porous surfaces, trees and storm-water collection systems, as well as funding for these projects.

**Cutting Energy Costs**

This session will cover energy retrofitting, LED lighting, storm water systems, electric vehicles, and more. We will be sharing how CRAs are leveraging education, money and technical assistance.

5:30 p.m.

**Reception Exhibit Hall**

**Thursday – October 25, 2012**

7:30 a.m. **Registration Desk Open**

7:30 a.m. **Break Exhibit Hall**

7:30 a.m. **Exhibit Hall Open**

8:00 a.m.

**Reaching Out for Investment**

If you build up a redevelopment area, they might come, but how do you get the word out to businesses and others that it is being built? We will be presenting on what kind of outreach works, relative costs, and effective, innovative approaches.

**Designing for Pedestrian Safety**

One national study recently sited Florida as notable for its poor pedestrian fatality track record – we have an eight percent higher pedestrian fatality rate than the national average. One key element is our land use patterns. This session will illustrate solutions as well as how four Florida cities have tackled urban transportation issues to provide a safer, more multimodal transportation system.

**Building Momentum with Simple Steps**

Momentum is needed to build staff capacity, remove slum and blight, encourage private investment, build board member confidence, and pursue grant funds. We will talk about how to complete small simple projects first, measuring investment results, and controlling what you can. You will hear testimony from existing CRA’s that started small, and through momentum have achieved strong results.

9:30 a.m. **Refreshments in** **Exhibit Hall and Exhibitor Gift Drawings**

10:15 a.m.

**Business and Development Incentives**

We will give examples of how incentives can be used to benefit your community. We will discuss what is reasonable for the community’s goals, as well as new state incentives available directly to businesses.

**Best Practices for Assembling and Conveying Property**

How do you start, what should be in the successful tool kit, and how do you get to the finish line? What are the timelines, the steps and the best practices? How do you motivate and work with property owners?

**Creating an Arts Destination**

It is estimated that nonprofit arts and culture organizations in the U.S. drive a $166 billion industry—one that supports 5.7 million full-time jobs and contributes nearly $30 billion annually to government revenues.  This session will show how Delray Beach has built up creative assets to become a popular arts destination and produce tangible economic benefits.

11:45 a.m. Lunch

**FRA Business Meeting and Keynote**

***Peter Kageyama: For the Love of Cities***

2:00 p.m.

**CRA Plan Amendments and Updates**

How do you know when to update your plan, what will it cost, and what is the best way to do it? We will discuss how to communicate with the public and elected officials, the steps, and tips for success.

**Accountability and Transparency in CRA Reporting**

CRAs need to file four reports each year on their expenditures and projects. Do you know what they are, when they are due, and who to send them to? We will go over everything you need in detail. We will also share how to use them to promote your successes and communicate your mission.

**Ways to Lead to Move the Community Forward**

Is it really all about money? In these times, what else can be done? How can you organize people to support, hold the vision and the leadership to make it happen from the ground up?

3:30 p.m. **Refreshment Break in Exhibit Hall and FRA Gift Drawings**

3:45 p.m.

**Developing and Implementing a Downtown Vision Plan**

Using a small city example, we will discuss and graphically demonstrate how to organize and carry out a visioning process. The second part of the program will be on the details of the site design, parking, and streetscape master plan that was a result of the visioning. There will be ample time for the session attendees to ask questions or share their own experiences.

**Business Improvement Districts**

“BIDS” are becoming more used in commercial urban areas - why? This session will cover what they are and aren’t, how they operate, how to set them up, and how they may be used to further redevelopment goals.

**Diversity in Your Redevelopment Community**

It is everywhere in Florida and in your community, but are you using it to the best advantage for your citizens and their redevelopment goals? We will be discussing how to recognize, celebrate and effectively support “differences in people” -the definition of diversity.

6:30 p.m. **Awards Dinner**

**Casual Dinner and Dancing with Your “Personal DJ”!**

**Friday – October 26, 2012**

8:00 a.m.

**Closing Breakfast/Topic Roundtables**

**Best Practices for CRA Loan and Façade Programs**

**Development Agreements – What Should Be In?**

**Small Cities and Towns: Special Challenges and Low Cost Solutions**

**Problem Solving Open Brainstorm Session**

**Brownfield Funding**

**You Pick a Topic (we will have resident “experts” on hand)**

9:30 a.m. – 4:00 p.m.

**FRA Academy Certification Class: Budgeting, Financing and Reporting**

**(visit http://redevelopment.net/member-services/redevelopment-academy/)**

***\*NOTE:*** *This program is tentative and is subject to changes as needed.*