

Practical Redevelopment Solutions

2010

FLORIDA REDEVELOPMENT ASSOCIATION
ANNUAL CONFERENCE

October 13-15, 2010 • Peabody Hotel Orlando

www.redevelopment.net

BURKHARDT
CONSTRUCTION, INC.


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URBAN RESOURCE GROUP

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Conference At A Glance

Wednesday - October 13, 2010

7:30 a.m.	Registration Desk Open Peabody Grand TUV Foyer
7:30 a.m.	Refreshments at Registration Peabody Grand TUV Foyer
8:00 a.m.	Mobile Tour - Winter Park Village
8:00 a.m.	Pre-Conference Session - CRA Board Member Training Rainbow Springs
11:00 a.m.	Exhibit Hall Open Peabody Grand TUV
11:00 a.m.	Welcome Luncheon in Exhibit Hall Peabody Grand TUV
12:30 p.m.	Opening Plenary Session - Communicating with Your Citizens: Appearance vs. Reality Peabody Grand S
2:00 p.m.	Refreshment Break in Exhibit Hall Peabody Grand TUV
2:15 p.m.	Inexpensive and Fabulous: Lakeland's Dixieland Marketing Program Celebration 5
2:15 p.m.	Creating Successful Partnerships for Redevelopment Celebration 6
2:15 p.m.	How the Space Coast is Preparing for Change Celebration 14-15
3:45 p.m.	Refreshment Break in Exhibit Hall Peabody Grand TUV
4:00 p.m.	Plenary Session - Legal Issues in Redevelopment 2011 Peabody Grand S
6:00 p.m.	Reception in Exhibit Hall Peabody Grand TUV

Thursday - October 14, 2010

7:30 a.m.	Registration Desk Open Peabody Grand TUV Foyer
7:30 a.m.	Continental Breakfast in Exhibit Hall Peabody Grand TUV
7:30 a.m.	Exhibit Hall Open Peabody Grand TUV
8:00 a.m.	Regulatory Changes Create More Redevelopment Options Celebration 5
8:00 a.m.	Declining Markets: What Is Realistic? Celebration 6

8:00 a.m.	Economic Development: What Your CRA Can Do Celebration 14-15
9:00 a.m.	Developer Match-Up Peabody Grand R
9:30 a.m.	Refreshment Break and Door Prize Drawings Peabody Grand TUV
10:15 a.m.	Commuter Rail and Redevelopment Celebration 5
10:15 a.m.	Big Advertising for Small Business Owners Celebration 6
10:15 a.m.	Public-Private Partnerships: Real Opportunities in Today's Market Celebration 14-15
11:45 a.m.	Annual Business Meeting and Keynote Luncheon - Recession, Recovery and the Repercussions of Both Peabody Grand S
2:00 p.m.	Brownfields Celebration 5
2:00 p.m.	Sustainability: Taking the LEED in Neighborhood Development Celebration 6
2:00 p.m.	Ways to Attract the Perfect Visitors for Your Community Celebration 14-15
3:30 p.m.	Refreshment Break in Exhibit Hall Peabody Grand TUV
3:45 p.m.	Density Myths: Urban Form vs. Regulation Celebration 5
3:45 p.m.	Parks and Greenspace for Redevelopment: Real Life Success Stories Celebration 6
3:45 p.m.	Diversity in CRAs: Let's Talk Celebration 14-15
7:00 p.m.	Awards Dinner Peabody Grand S

Friday - October 15, 2010

8:00 a.m.	Breakfast with the Experts Peabody Grand Q
11:00 a.m.	Mobile Tour - Winter Garden

Special Thanks

The Florida Redevelopment Association extends a special thanks to the companies and organizations whose sponsorships have made this conference possible.

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Exhibitor and Sponsor Listing

The generous contributions of all these companies and organizations are greatly appreciated. Please take the time to express your personal appreciation to all sponsors and exhibitors for their support of redevelopment. A copy of the exhibit hall floorplan follows this listing.

AECOM Technical Services, Inc.

Gold Sponsor – Booth #303

150 N. Orange Avenue, Suite 200
Orlando, FL 32801
(407) 843-6552; fax (407) 839-1789
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Booth #111

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BCI Engineers & Scientists

Booth #104

2000 E. Edgewood Drive, Suite 215
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Beacon Products, LLC

Booth #307

2041 58th Avenue Circle, E.
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Bricks 'R Us

Booth #115

201 S. Biscayne Boulevard, 28th Floor
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Burkhardt Construction, Inc.

Platinum Sponsor

1400 Alabama Avenue, #20
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Buxton

Booth #100

2651 S. Polaris Drive
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Calvin Giordano & Associates:

Redevelopment Solutions!

Gold Sponsor – Booth #208

1800 Eller Drive, Suite 600
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Cardno TBE

Gold Sponsor – Booth #102

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Chen and Associates

Booth #315

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City of Orlando**Diamond Sponsor**

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City of Rockledge**Gold Sponsor**

1600 Huntington Lane
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**Community Redevelopment Associates
of Florida, Inc.****Booth #308**

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e-City Services LLC**Booth #215**

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Finrock**Booth #203**

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Flagler County Chamber of Commerce**Booth #103**

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Palm Coast, FL 32164
(386) 437-0106
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**Florida Alliance of Community Development
Corporations****Booth #108**

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Florida Brownfields Association**Booth #204**

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Florida Community Loan Fund**Booth #214**

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Florida League of Cities**Booth #101**

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Fort Myers Redevelopment Agency
Gold Sponsor

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GAI Consultants, Inc.
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Hanson Hardscapes
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International Council of Shopping Centers
Gold Sponsor – Booth #114

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Kimley-Horn and Associates, Inc./
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Platinum Sponsor – Booths #202 & #301

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Land Design Innovations, Inc.
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Lewis, Longman & Walker
Gold Sponsor

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The Mellgren Planning Group
Booth #306

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The Pizzuti Companies
Booth #313

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Real Estate Research Consultants
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Redevelopment Management Associates
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Shepard, Smith & Cassady, P.A.
Silver Sponsor

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Site Horizons
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Swan Advisors
Booth #213

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blyon@swanadvisors.com
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The Trust for Public Land
Gold Sponsor – Booth 107

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Urban Networks, LLC
Gold Sponsor

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William Peebles, P.A.
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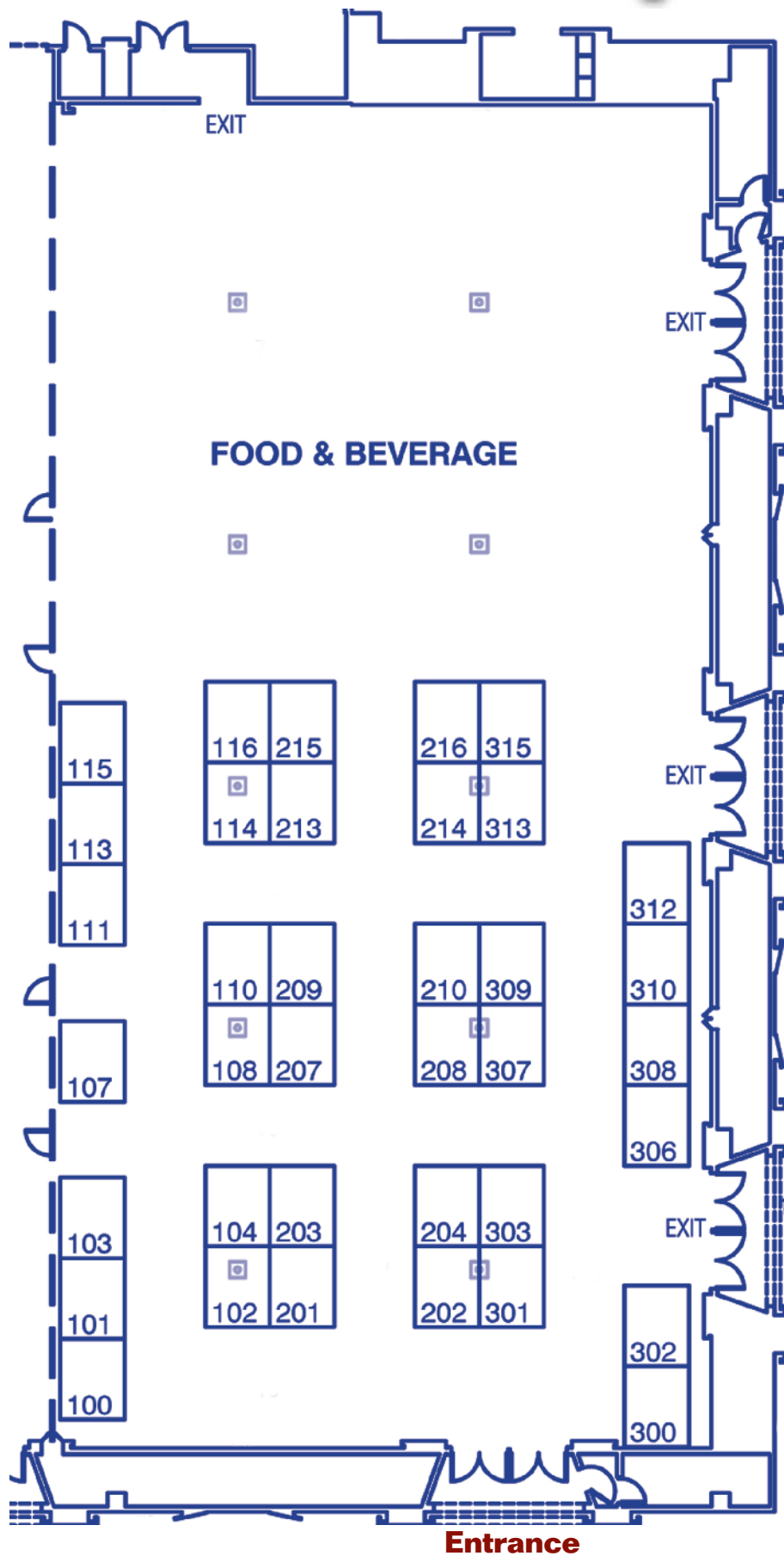
Woolpert
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Exhibit Hall Floorplan



Conference Committee

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

Committee Chair

Kurt Easton, AICP - Urban Networks, LLC

Committee Members

Lynn Dehlinger - City of Holly Hill CRA

Pat Dellacona - City of Orlando CRA

Brenna Durden - Lewis, Longman & Walker

Jeremy Earle - City of Dania Beach CRA

Michael English, AICP - WilsonMiller Stantec

Marjorie Ferrer - Delray Beach DDA

Susan Grandin - The Trust for Public Land

Randall Grief - Orange County

Gail Hamilton - Kissimmee CRA

Eric Haynes - City of Lauderdale Lakes

Bakim Kalra - IBI Group, Inc.

Chris Keller - Miller Legg

Rochelle Lawandales, AICP - Rockledge CRA

Susan McGrady - City of Cocoa

Marc Mondell - City of Ocala CRA

Shrimatee Ojah-Maharaj, AICP - St. Petersburg Business Assistance Center

Vince Pardo - Ybor City Development Corporation

Roger Register - Cardno TBE

Paul R. Rutledge, CLS, SCSM - Casto Lifestyle Properties

Cynthia E. Stewart - International Council of Shopping Centers

Alicia Torres - Orange County

Sue Trone - Bayshore-Gateway Triangle CRA

Patrick Vanasse - RWA, Inc.





Dear Redevelopers:

Who knew when I was nominated to be president of this great organization that we would be going through a recession second only to the 1930's; that the shuttle program would be in jeopardy; and that counties and cities would be "boot-strapped" for funding of even the most basic services?

Nonetheless, the song remains the same: community redevelopment agencies all over the state are continuing to be the shining examples of **SUCCESS** in their communities, in their neighborhoods, for their businesses, for their residents and for their local governments. They are able to go where no local government has been able to go before with highly **PRACTICAL SOLUTIONS**. These range from property acquisition and assembly, low interest loan programs, fix-up and other grants, to funding clean and safe measures, historic preservation and other programs that would otherwise be missing.

Quite aptly, Kurt themed this year's conference **PRACTICAL REDEVELOPMENT SOLUTIONS** and it is devoted to what we are doing out there to solve problems and innovate. We hope you'll learn from the many sessions, exhibitors, sponsors and networking group events.

I extend my personal thanks to Kurt Easton and all the conference committee, our exhibitors and sponsors, and our board of directors and staff for making this event not only **PRACTICAL**, but hopefully, **"PERFECT!"**

Let us know how we can be of help the year round. We're here to serve you and are constantly trying to find ways to improve that service. We need you in this partnership as we are in this together. I am so grateful to have had the opportunity to be there with you!

Sincerely,

Rochelle Lawandales, AICP
President
Florida Redevelopment Association



General Information

Conference Facilities

The conference will take place at the Peabody Orlando. All events will take place on the convention level in the Peabody Grand Ballroom and Celebration rooms. Mobile tours will take place on Wednesday and Friday mornings.

Registration Desk Hours

The Registration Desk will be open as follows:

Wednesday - October 13 7:30 a.m. - 6:30 p.m.

Thursday - October 14 7:30 a.m. - 4:00 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 mobile tours are **NOT** included with any package and must be purchased separately.

Spouse/guest registration includes all workshops and lunches only. Tickets for all evening events must be purchased separately.

Student registration includes all general sessions and break-out sessions. Tickets for all meal functions 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.



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.

Special Events

Exhibit Hall

Be sure to visit the exhibit hall in Peabody Grand TUV to meet with the businesses and organizations who are actively involved in redevelopment in Florida today. Refreshment breaks and Wednesday's welcome luncheon and reception will be held in the exhibit hall. Complete the **exhibitor check-off card** in your packet for a chance to win during Thursday's door prize drawing. The exhibit hall will be open as follows:

Wednesday, October 13

11:00 a.m. - 8:00 p.m.	Exhibit Hall Open
11:00 a.m. - 12:30 p.m.	Welcome Luncheon
6:00 p.m. - 8:00 p.m.	Reception

Thursday, October 14

7:30 a.m. - 3:45 p.m.	Exhibit Hall Open
9:30 a.m. - 10:15 a.m.	Refreshment Break and Door Prize Drawings
3:30 p.m. - 3:45 p.m.	Last Refreshment Break

Welcome luncheon sponsored by Kimley-Horn and Associates, Inc./Urban Resource Group
Reception sponsored by VISIT FLORIDA
Refreshment breaks sponsored by WilsonMiller Stantec

Mobile Redevelopment Tours

A **\$10** advance registration fee is required for Wednesday's Winter Park tour and a **\$35** advance registration fee is required for Friday's Winter Garden tour. Space is limited. Buses will load at the convention entrance on the lobby level beginning 15 minutes prior to the scheduled start time for each tour. The tours are scheduled as follows:

Winter Park Village

Wednesday, October 13 8:00 a.m. - 11:00 a.m.
Sponsored by the City of Winter Park and AECOM Technical Services, Inc.

Winter Garden

Friday, October 15 11:00 a.m. - 3:30 p.m.
Sponsored by the City of Winter Garden, Orange County, the Trust for Public Land and AECOM Technical Services, Inc.

Plenary Sessions

Wednesday, October 13 12:30 p.m. - 2:00 p.m.
Opening Session – Keynote with William Cooper, Jr.
Learn what the FRA can do for you, what is happening in the Metro Orlando area with redevelopment and considerations when communicating in today's political climate.

Wednesday, October 13 4:00 p.m. - 5:30 p.m.
Legal and Legislative Update
Our panel of savvy experts will review what is on the horizon for legal and legislative issues concerning redevelopment.

Thursday, October 14 11:45 a.m. - 2:00 p.m.
Annual Business Meeting and Keynote with Dr. Sean Snaith
This session includes recognitions as well as the installation of officers, directors and regional representatives. Dr. Sean Snaith, noted economist, will discuss what we need to know about the recession AND the recovery in Florida.



Friday, October 15 8:00 a.m. - 10:00 a.m.

Breakfast with the Experts

Check out the list of practical topics for a final take on information you can use right now. If you did not get answers to your questions up to this time, there will be a topic table for that too!

Developer Match Up

Thursday, October 14 9:00 a.m. - 3:00 p.m.

The FRA, in partnership with private-sector interests, is proud to bring this opportunity for property owners, economic administrators and CRA administrators to meet with developers, contractors, investors and brokers for focused networking on redevelopment deals. You will also have access to experts from the real estate, financial and environmental fields who can answer your questions about how to best attract redevelopers to your sites.

Awards Dinner

Thursday, October 14 7:00 p.m. - 9:00 p.m.

Sponsored by Burkhardt Construction, Inc.

Celebrate the "BEST" of redevelopment as we announce the 2010 FRA Award Winners. Join these stars of redevelopment on the red carpet as we honor their achievements and enjoy a festive evening of music, food and fun.



Schedule of Events

Wednesday October 13, 2010

Refreshments at Registration

7:30 a.m. - 9:00 a.m.
Peabody Grand TUV Foyer

Registration Desk Open

7:30 a.m. - 6:30 p.m.
Peabody Grand TUV Foyer

Mobile Tour - Winter Park Village

8:00 a.m. - 11:00 a.m.
*Sponsored by the City of Winter Park
and AECOM Technical Services, Inc.*

Tour one of the most beautiful historic and scenic downtowns in Florida. You will learn both the how and why of their unique programs, which combine a focus on economic development within the CRA plan goals. These new programs benefit residents and businesses, from housing rehabilitation to small business loans. The redevelopment of Winter Park has grown and expanded over recent years to include these successful and unique tax increment leveraging programs. Bring your walking shoes and an interest in redevelopment with a hands-on, practical economic development twist!

The bus will load at the convention entrance on the lobby level beginning at 7:45 a.m. Pre-registration is required.

Pre-Conference Session - CRA Board Member Training

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

The job description is not written, but the knowledge, skills and abilities are non the less required for success! You

will learn from both staff experts and your peers. We will cover the assets and liabilities for a CRA policy maker: the Sunshine Law, how to direct your staff and get what you want to make a decision, ethics case law, meeting protocols and reporting requirements.

Pre-registration is required.

Welcome Luncheon in the Exhibit Hall

11:00 a.m.- 12:30 p.m.
Peabody Grand TUV
Sponsored by Kimley-Horn and Associates, Inc./Urban Resource Group

Come see 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 partners. You never know what valuable new things you might learn!

Exhibit Hall Open

11:00 a.m. - 8:00 p.m.
Peabody Grand TUV

Opening Plenary Session - Communicating with Your Citizens: Appearance vs. Reality

12:30 p.m. - 2:00 p.m.
Peabody Grand S

Presiding: *Rochelle W. Lawandales*, AICP, President, Florida Redevelopment Association; Director, Rockledge CRA

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

Welcome: *The Honorable Richard T. Crotty*, Mayor, Orange County; and *The Honorable Buddy Dyer*, Mayor, City of Orlando

Keynote Presentation: *William Cooper, Jr.*, Program Coordinator, Community Voice

CM | 1



William Cooper, Jr. is the program coordinator for Community Voice, a program funded by the Children's Services Council of Palm Beach County. Community Voice's mission is to reduce black infant mortality in Riviera Beach, South Bay, Belle Glade and Pahokee. In August 2008, Cooper retired from *The Palm Beach Post* after serving 23 years as a columnist and staff writer. In 2009, he launched B. Cooper Communications of Florida, Inc. As a *Post* staff writer, Cooper covered Riviera Beach and Boynton Beach city governments, social services, civil, criminal and federal courts. In 1996, he was a finalist in the 46th Annual Green Eyeshade Awards for serious commentary writing. The Green Eyeshade Awards are sponsored by the Atlanta Chapter of the Society of Professional Journalists. He won the Florida Press Club's Public Service Award in 1993 for his stories on Florida's efforts to computerize its welfare system. In 1990, he won the Florida Public Health Association's Outstanding Reporter Award for stories on cocaine babies, infant mortality and AIDS. Cooper is a former president and founding member of the Palm Beach Association of Black Journalists.

Refreshment Break in Exhibit Hall

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

Peabody Grand TUV

Sponsored by WilsonMiller Stantec

Inexpensive and Fabulous: Lakeland's Dixieland Marketing Program

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

Celebration 5

Tough times call for effective, targeted approaches to everything we do. Understanding your local market in order to create efficient and inexpensive marketing solutions is critical to surviving and thriving in the current environment. In addition, using existing resources, both human and financial, can go a long way towards building business for your constituents and more importantly, towards building your community. A lot can be done with a shoestring budget, creative people and a receptive public. Lakeland will share their practical experiences, their challenges and their results. You will find them to be practically foolproof!

CM | 1.5

Moderator: *Tamara Sakagawa*, CRA Manager, City of Lakeland

Speakers: *Richard DeAngelis*, Proprietor, The Red Door Wine Market; and *Nicole Travis*, CRA Project Manager, City of Lakeland

Creating Successful Partnerships for Redevelopment

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

Celebration 6

You have your masterplan – now what? This session will explore how to create successful relationships for the implementation of your CRA masterplan, from conception to ribbon cutting. The panel will discuss the strategy and prioritizing of projects within the plan, funding for the plan, selection of the team for establishing plan success, delivery methods, writing the RFQ, design and permitting issues and constructing projects defined in the plan successfully.

CM | 1.5

Speakers: *Brian Good*, Senior Vice President, Kimley-Horn and Associates, Inc.; *Gail Hamilton*, Executive Director, Kissimmee CRA; and *Dennis E. Haynes*, Vice President, Burkhardt Construction, Inc.

How the Space Coast is Preparing for Change

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

Celebration 14-15

Faced with the loss of thousands of jobs in the space industry, Brevard County and its municipalities brace for the future, but they are not planning on taking looming layoffs "lying down". Join us as we learn how NASA has teamed with the cities of Cape Canaveral and Cocoa Beach, Port Canaveral, Patrick Air Force Base and the East Central Florida Regional Planning Council (ECFRPC) to redevelop the A1A Corridor. The ECFRPC led a 14 member consortium, including the University of Central Florida and

the Florida Solar Energy Commission, to propose a project that, if funded, could create America's first "zero energy city" and generate a projected 2,700 new jobs.

CM | 1.5

Moderator: *Kurt Easton*, AICP, Principal, Urban Networks, LLC

Speakers: *Tracy Anania*, Director of Human Resources, John F. Kennedy Space Center; *Phil Laurien*, Executive Director, East Central Florida Regional Planning Council; and *John Porter*, Co-Chair, Space Cities Energy Consortium

Refreshment Break

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

Peabody Grand TUV

Sponsored by WilsonMiller Stantec

Plenary Session - Legal Issues in Redevelopment 2011

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

Peabody Grand S

Come hear the latest about pertinent court decisions, Amendment 4, TABOR, redevelopment and other legislation pending for 2011. Our panel of experts will discuss in depth the issues that could affect us all, tell us what we can do now and provide a forecast based on the 2010 elections process. Don't miss this opportunity to discuss the unanswered questions that you might have on any legislative or legal issue.

CM | 1.5

Wednesday October 13, 2010 (cont'd)

Moderator: *Rochelle W. Lawandales*, AICP, President, Florida Redevelopment Association; Director, Rockledge CRA

Speakers: *William J. Peebles*, Lobbyist, Florida Redevelopment Association; *Karen M. Peterson*, Lobbyist, Florida Redevelopment Association; *Beth Rawlins*, President, Beth Rawlins, Inc.; *Clifford B. Shepard*, General Counsel, Florida Redevelopment Association; and *Ronald Weaver*, Shareholder, Stearns Weaver

Reception in Exhibit Hall

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

Peabody Grand TUV

Sponsored by VISIT FLORIDA

This is a premier event for members. The FRA is comprised of great partnerships between the public and private sectors, as well as non-profits. The results are more information gained from the sharing of best practices that you can take back home.

Thursday October 14, 2010

Continental Breakfast in Exhibit Hall

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

Peabody Grand TUV

Exhibit Hall Open

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

Peabody Grand TUV

Registration Desk Open

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

Peabody Grand TUV Foyer

Regulatory Changes Create More Redevelopment Options

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

Celebration 5

Regulations are sometimes viewed as a negative, but they can also provide opportunity for positive change – and since they are a reality it is a good idea to understand how they impact business and government. New design standards for Traditional Neighborhood Development (TND) are included in the new Chapter 19 of the Florida Green Book, which communities throughout Florida use for street design. We will discuss these changes, and how they provide best practices for use locally in your community. In addition, the state Department of Environmental Protection has been mandated to draft new rules for storm water management in urban areas. We will be discussing those changes and the potential effects on redevelopment projects.

CM | 1.5

Moderator: *J. Gary Rogers*, Immediate Past President, Florida Redevelopment Association; Executive Director, Lauderdale Lakes CRA

Speakers: *Jeff Earhart, P.E.*, Infrastructure Group Manager, Woolpert; *Billy J. Hattaway*, Managing Director of Transportation, VHB MillerSellen; and *Marty Wanielista*, Director, Water Research Center and Storm Water Management Academy

Declining Markets: What Is Realistic?

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

Celebration 6

We will be discussing ways to finance the redevelopment mission amidst significant changes in the market. What should you know before you seek out financing for a project? Should you hire a financial advisor and, if so, what should you look for? What do your commission and manager need to know? What is the latest word on the availability of bonding, lines of credit and other financial tools? We will discuss the challenges and best practices to help you make it through the storms.

CM | 1.5

Moderator: *James E. Baugh, Ph.D.*, President & CEO, J.E.B. & Associates

Speakers: *Jeffrey T. Larson*, President, Larson Consulting Services, LLC; *Todd Morley, CFA*, Senior Vice President, Wells Fargo Bank, N.A.; and *David R. Thornton*, Managing Director, Wells Fargo Bank, N.A.

Economic Development: What Your CRA Can Do

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

Celebration 14-15

More and more often, CRAs are being asked to fund and participate in building jobs, the economy and making loans to businesses and individuals. What are the considerations when answering this call? What is being done now by CRAs and is it working? Have the results been worth the investment? We will study three CRAs, what they are doing and how they are doing it well.

CM | 1.5

Moderator: *Jeffrey L. Oris, CECd*, President, Planning and Redevelopment Consultants, Inc.

Speakers: *Elizabeth Butler*, Marketing and Grants Coordinator, City of Delray Beach; *Sherod Halliburton*, Director, Bradenton Central CRA; and *Anthony Lyons*, Manager, Gainesville CRA

Developer Match-Up

9:00 a.m. - 3:00 p.m.
Peabody Grand R

If you are a city or county with sites for development and/or incentives to offer, don't miss this opportunity to meet up with the private sector interests that can help you develop successfully. Bring your posters, maps, photos, plans, "cut sheets" and brochures with you. The private sector will bring their calculators and contracts. Let's do business!

Refreshment Break and Door Prize Drawings

9:30 a.m. - 10:15 a.m.
Peabody Grand TUV
Sponsored by WilsonMiller Stantec

Gift drawings will begin at 10:00 a.m. You must be present to win.

Commuter Rail and Redevelopment

10:15 a.m. - 11:45 a.m.
Celebration 5

This session will explore the impact of high speed rail on Florida, including the Central Florida corridor, commuter rail, light rail, high speed, TBarta, Tampa's intermodal system and South Florida's TriRail system. These systems run through CRAs

and other urban areas that will eventually connect together. We will cover sources of local transportation funding, opportunities for redevelopment, success stories (South Florida Transportation Authority's initiatives) and the latest trends in transportation-oriented design.

CM | 1.5

Moderator: *Michael M. English, AICP*, Principal, WilsonMiller Stantec

Speakers: *Ray Chiaramonte, AICP*, Executive Director, Tampa/Hillsborough County MPO; *Christopher Jones, Ph.D.*, President, Florida Economic Advisors; *Christine Kefauver*, Transportation Policy Advisor, City of Orlando; *David Rivera, P.E.*, Vice President, Transportation, WilsonMiller Stantec; and *Craig Ustler, CEO*, Ustler Development, Inc.

Big Advertising for Small Business Owners

10:15 a.m. - 11:45 a.m.
Celebration 6

What can you do to make sure you are getting your message out to businesses and consumers, that it is the right message and that the message leads to success? This session will cover target markets, how to determine their needs and meet them with the appropriate methods.

CM | 1.5

Moderator: *Shrimatee Ojah-Maharaj, AICP*, Assistant Director, St. Petersburg Business Assistance Center

Speaker: *Audrey Breuer*, Owner, Hersh Marketing Group, SCORE Pinellas Chapter/St. Petersburg Business Assistance Center

Public-Private Partnerships: Real Opportunities in Today's Market

10:15 a.m. - 11:45 a.m.
Celebration 14-15

Come hear an in-depth, interactive session exploring real-life successful redevelopments. Panelists will present what has worked in various forms of public-private partnerships, including traditional retail, downtown redevelopment and transit-oriented development.

CM | 1.5

Moderator: *Lynn Dehlinger*, Economic Development Director, City of Holly Hill

Speakers: *Kim Briesemeister*, CRA Director, City of West Palm Beach; *Mark Tobin*, Partner, Brigham Moore LLP; and *Michael D. Wohl*, Partner, Pinnacle Properties

Annual Business Meeting and Keynote Luncheon – Recession, Recovery and the Repercussions of Both

11:45 a.m. - 2:00 p.m.
Peabody Ballroom S

Presiding: *Rochelle W. Lawandales, AICP*, President, Florida Redevelopment Association; Director, Rockledge CRA

Keynote Presentation: *Sean M. Snaith, Ph.D.*, Director, Institute for Economic Competitiveness, College of Business Administration, University of Central Florida

CM | 1



Sean M. Snaith is the director of the Institute for Economic Competitiveness within the College of Business Administration at the University of Central Florida. He is a widely recognized economist in the field of business and economic forecasting. As an award-winning forecaster, researcher and professor, Snaith is always interested in the application of academic expertise to the solution of real-world problems. He has served as a consultant for a

client list ranging from municipalities to multi-national corporations, including Compaq, Dell and IBM. Snaith has held teaching positions at Pennsylvania State University, American University in Cairo, the University of North Dakota and the University of the Pacific. He frequently appears in national and regional media and is sought after as a speaker. Renowned for his engaging presentations, one business editor wrote, "Snaith [has] an uncanny knack of making economics not only understandable but interesting."

Thursday October 14, 2010 (cont'd)

Brownfields

2:00 p.m. - 3:30 p.m.
Celebration 5

What are the benefits from recently passed brownfields legislation? How can you apply for EPA federal stimulus grants? How can the "Highway to Health Care" brownfield funding program help you? We will discuss these topics and present a case study of a successful Tampa brownfields redevelopment project.

CM | 1.5

Moderator: *Jason Lichtstein*, President, Florida Brownfields Association and Attorney, Akerman Senterfitt

Speakers: *Roxanne Amoroso*, Senior Vice President, Bank of America; *Miles Ballogg*, Director, Cardno TBE; *David Goldman*, Project Manager, Kimley-Horn and Associates, Inc.; and *Rick McCraw*, AICP, Redevelopment Coordinator, City of Tallahassee

Sustainability: Taking the LEED in Neighborhood Development

2:00 p.m. - 3:30 p.m.
Celebration 6

The panel will present practical, relevant examples that local governments can employ to increase community visibility and attract high quality development in support of sustainable revitalization efforts. Explore policy initiatives such as mobility planning and greenhouse gas reduction requirements (SB 360 & HB 697), Green, LID and Complete Streets policies, as well as the heightened interest in using the "LEED for Neighborhood Development" program, not just as a structured system for evaluating worthy development proposals but also as a template for policy and development decisions.

CM | 1.5

Speakers: *Brenna M. Durden*, Attorney, Lewis, Longman & Walker; *Tom Harmer*, Senior Director, The Pizzuti Companies; and *Frederick Jones*, AICP, Senior Planner/Project Manager, RS&H and Board Member, Planning Commission, City of Jacksonville Beach

Ways to Attract the Perfect Visitors for Your Community

2:00 p.m. - 3:30 p.m.
Celebration 14-15

Join us for an informative panel discussion regarding the importance of tourism and bringing visitors to your downtown. We will focus on a unique twist on revitalization and keeping visitors in mind when developing your community – think parking, safety, accessibility and lighting. Also, learn best practices on how bringing city government and tourism leaders to the table can benefit revitalization planning in the long term.

CM | 1.5

Moderator: *Tiffany McCaskill*, New Product Development Manager, VISIT FLORIDA

Speaker: *Marjorie Ferrer*, Executive Director, Delray Beach DDA and Chair, Downtowns and Small Towns Task Force, VISIT FLORIDA

Refreshment Break in Exhibit Hall

3:30 p.m. - 3:45 p.m.
Peabody Grand TUV
Sponsored by WilsonMiller Stantec

Density Myths: Urban Form vs. Regulation

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

This session will consist of an interactive game of "Guess That Density." The presentation will dispel density myths and demonstrate how communities need to focus on urban form rather than perceptions and arbitrary density and intensity rules. It will show how great planning and design can

enhance livability, quality of life, and, yes, property values. The panel will provide relevant infill and redevelopment examples in which regulatory challenges were overcome and public discourse was successfully redirected to focus on urban form and place making. A question and answer period will round out the session.

CM | 1.5

Moderator: *Patrick Vanasse, AICP*, Director of Planning, RWA, Inc.

Speakers: *Mitchell Austin, AICP*, Urban Planner, City of Punta Gorda; *James E. Barnes*, Director of Operations, Village of Wellington; *Geoffrey Morrison-Logan*, Urban Designer, VHB MillerSellen; and *Leigh Scrabis*, Deputy Director, Fort Myers Redevelopment Agency

Parks and Greenspace for Redevelopment: Real Life Success Stories

3:45 p.m. - 5:15 p.m.
Celebration 6

How can you enhance property values through the strategic placement and development of open space within redevelopment areas? Research has shown that properly located and designed parks can do just that – many fold. Examples from around the country, particularly in Florida, of existing success stories will be discussed. Also, the exciting concept of the “Red Fields to Greenfields” program and the pilot in Miami, helps to measure these benefits and quantify the need for them.

CM | 1.5

Moderator: *Susan Grandin*, Director, Jacksonville Office, The Trust for Public Land

Speakers: *David Barth, CPRP, AICP, RLA*, Principal, AECOM; *Kevin Caravati*, Senior Research Scientist, Georgia Tech Research Institute; and *Peter Harnik*, Director, Center for City Park Excellence, The Trust for Public Land

Diversity in CRAs: Let's Talk

3:45 p.m. - 5:15 p.m.
Celebration 14-15

No speeches – just small group discussions with everyone participating. This session will involve you and topic table discussion leaders, on these topics: Understanding Diversity in Public Participation/ Community Involvement; Partnerships and Collaboration: Understanding Culture / Diversity in Communities; The Gray and Brown: Strategies for Florida's Changing Demographics; Diversity and Staffing: So Many People, So Little Time; Diversity and Business Development; and Redevelopment vs. Community Identity. After the discussion period, group summaries will be reported to the whole group for added comment. Join us for a lively and fun conversation about how to empower our citizens in our neighborhoods, businesses and community groups.

CM | 1.5

Discussion Leaders: *Jeremy Earle, ASLA, AICP*, Executive Director, Dania Beach CRA; *The Honorable Eric L. Haynes*, Commissioner, City of Lauderdale Lakes; *Bankim Kalra*, Senior Director, IBI Group, Inc.; *Shrimatee Ojah-Maharaj, AICP*, Assistant Director, St. Petersburg

Business Assistance Center; *Paul R. Rutledge, CLS, SCSM*, Executive Vice President/COO, Casto Lifestyle Properties; and *Toni Shamplain*, Manager, Panama City Downtown North CRA

Awards Dinner

7:00 p.m. - 9:00 p.m.
Peabody Grand S
Sponsored by *Burkhardt Construction, Inc.*

Celebrate the “BEST” of redevelopment as we announce the 2010 FRA Award Winners. Join these stars of redevelopment on the red carpet as we honor their achievements and enjoy a festive evening of music, food and fun.

Friday October 15, 2010

Breakfast with the Experts

8:00 a.m. - 10:00 a.m.
Peabody Grand Q

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

CM | 2

Community Livability/Economic Development Areas:

The Florida Department of Transportation has worked with a diverse group of partners throughout 2010 to develop the draft 2060 Florida Transportation Plan (FTP), with the draft being available for partner and public comment beginning October 15th. This FTP focuses attention on Florida's most pressing long term issues over the next 50 years and sets the policy framework of a new era for transportation in Florida – one that ensures

Friday October 15, 2010 (cont'd)

our economy, environment and communities are sustainable for our grandchildren and beyond. During an interactive session led by Melanie Weaver Carr of FDOT's Office of Policy Planning, the draft plan's forward-looking goals, objectives and implementation strategies will be open to discussion and comment, with emphasis on the goal areas relating to economic competitiveness and community livability.

Discussion Leader: *Melanie Weaver Carr*, Office of Policy Planning, Florida Department of Transportation

Design Salon: Bring your plans to us for helpful tips.

Discussion Leaders: *Debra Hempel*, AICP, Design Manager, HDR, Inc. and *J. Gary Rogers*, Executive Director, Lauderdale Lakes CRA

Downtown Business

Improvement Districts: If you are involved with a program that is a downtown development district, downtown improvement district, BID or downtown development board (in other words: funded by ad valorem revenues assessed on property for redevelopment), we invite you to attend this roundtable discussion. We will talk about what our DDAs have in common, and how to create a sub-network within the FRA structure for their benefit.

Discussion Leader: *Carol Westmoreland*, Executive Director, Florida Redevelopment Association

Let the Criminals Help: Learn how you can collect to fund crime prevention activities and neighborhood improvements.

Discussion Leaders: *Randall Grief*, Executive Director, Orange Blossom Trail Development Board, Inc. and *Lavon Williams*, Manager, Orange County Neighborhood Services Division

New Market Tax Credits: What financing is available now?

Discussion Leader: *Nelson Black*, Director of Lending, Florida Community Loan Fund

Storm Water Mitigation Banking:

Learn about innovative concepts to address storm water design, permitting and management associated with redevelopment. We will discuss how looking at storm water from a macro level within your CRA can be an environmental benefit and community asset. It can also be used as an incentive for redevelopment within your community and ultimately pay for itself.

Discussion Leader: *Brian Good*, Senior Vice President, Kimley-Horn and Associates, Inc.

You Can Afford Housing Reha-

bilitation: Stretch your redevelopment dollars by using volunteers to rehabilitate homes. Learn the do's and don'ts of this underutilized resource from a CRA that improves 25 homes a year.

Discussion Leaders: *George Sisler*, Executive Director, One Heart-Many Hands, Inc. and *Rhonda Stapleton*,

Helping Hands Program Manager, Orange Blossom Trail Development Board, Inc.

Mobile Tour - Winter Garden

11:00 a.m. - 3:30 p.m.

Sponsored by AECOM Technical Services, Inc., the City of Winter Garden, Orange County and the Trust for Public Land

Come see and hear how revitalization with a capital "R" occurred along the very popular West Orange Trail. The people directly involved in the changes will be your guides. Once you see this charming downtown, you will want to know how they did it and how they sustain it. With its brick streets, historic neighborhoods, quaint and vibrant businesses, bicycle paths directly through the downtown and the Railroad and Heritage Museums, you will be able to take back some good ideas for your program. Lunch is included with this tour.

The bus will load at the convention entrance on the lobby level beginning at 10:45 a.m. The tour will return to the hotel by 3:30 p.m. Pre-registration is required.

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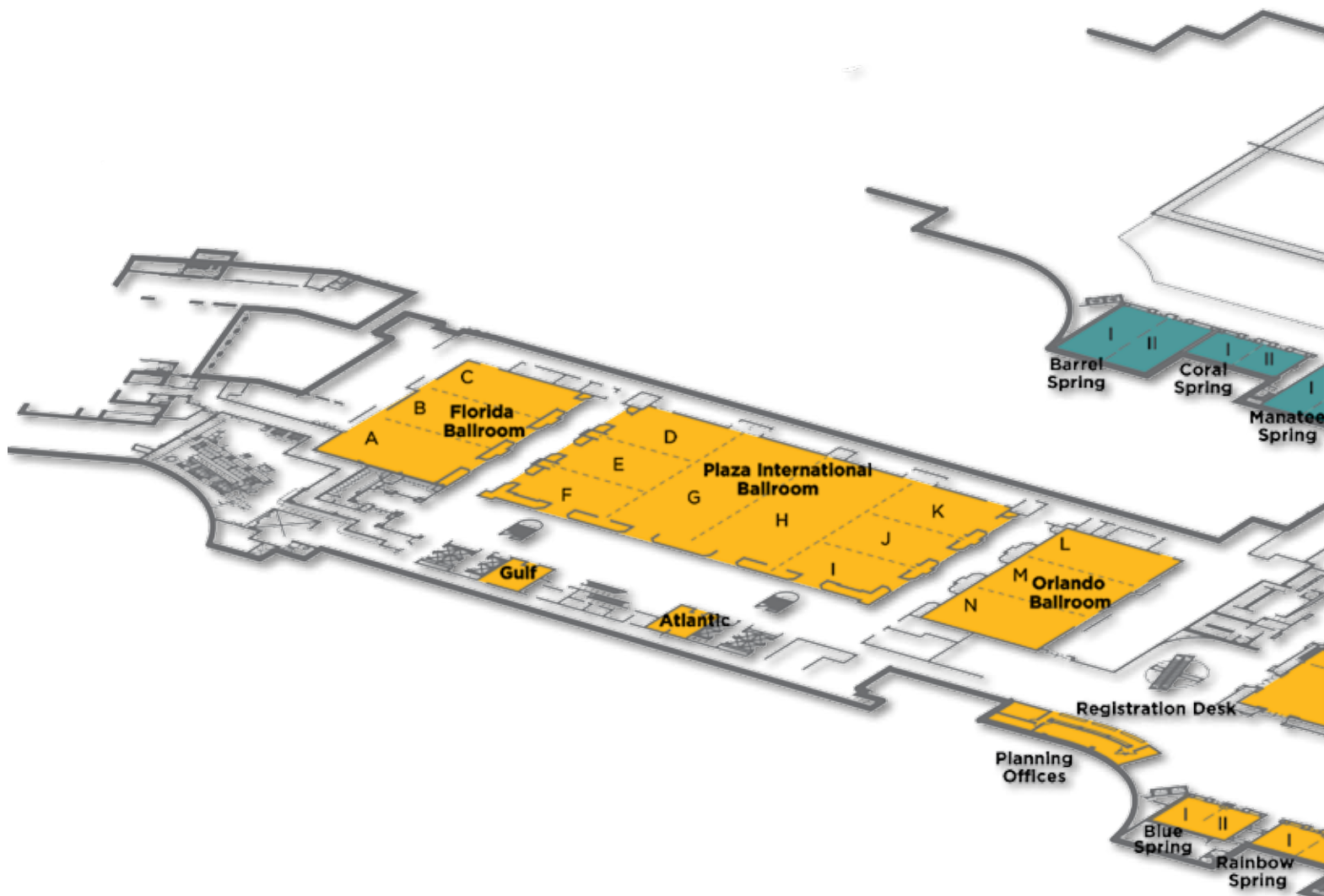
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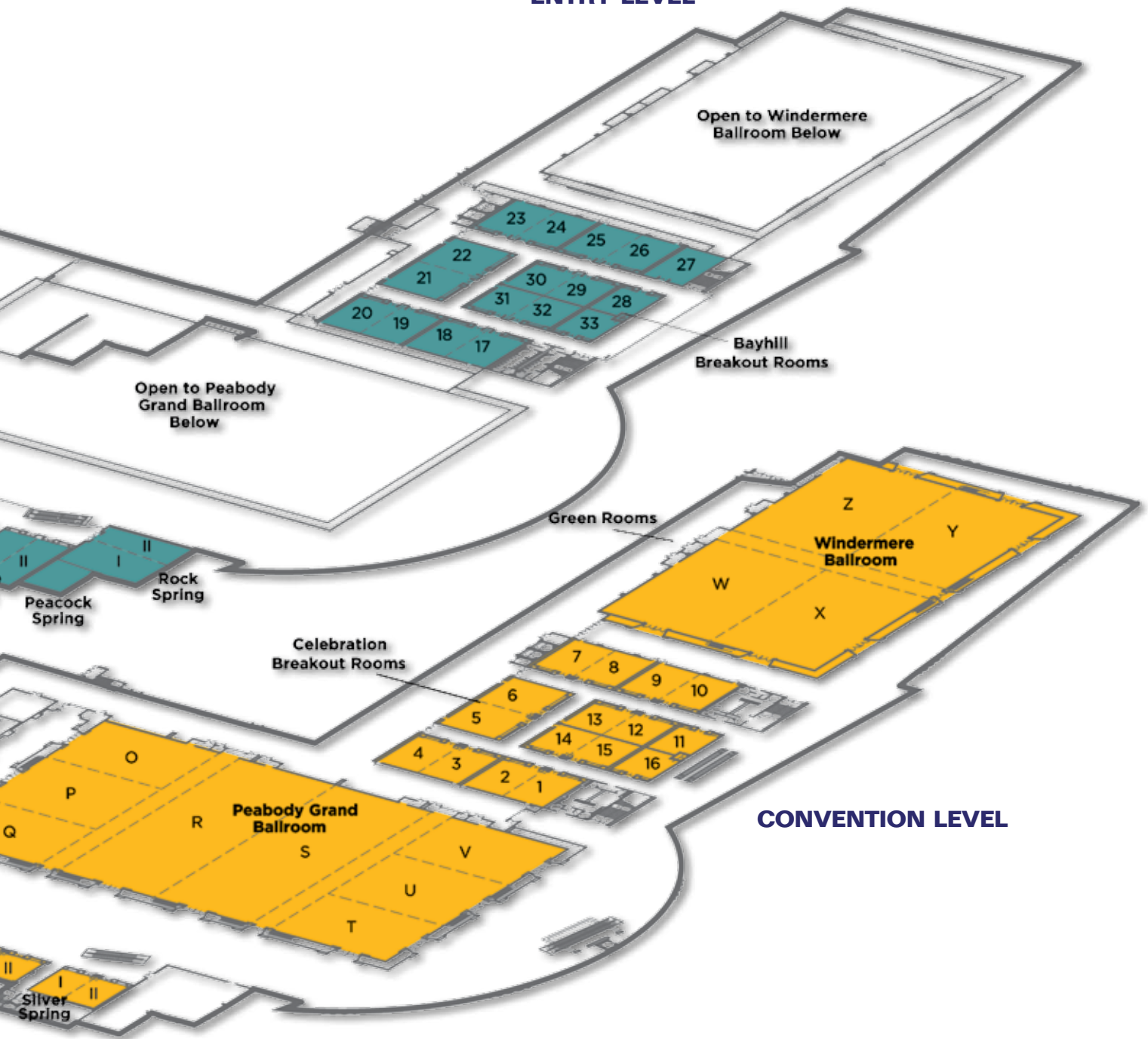
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Meeting Space Floorplan



ENTRY LEVEL



CONVENTION LEVEL



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EXCEPTIONAL SOLUTIONS



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).

