

What Has FRA Done for You?



October 13, 2010

Technical Assistance

- Local Redevelopment Assistance Program
- Conference, regional meetings and networking
- Technical assistance on grants, best practices, any challenge
- Sample ordinances, policies and other documents
- Coalition building with other groups
- Sample RFP and Q's
- Webinars



DIY Resources

- Facebook www.facebook.com/FLRedevel
- Twitter @FLRedevel
- YouTube channel
www.youtube.com/FLRedevel
- Public Relations and Marketing Services
- Awards
- Success Stories and Best Practices



Professional Development and Certification

- Member webinars and other trainings
- Document and sample sharing through web portal
- Members only section of website
- Three certification modules completed and taught in 2010: 101, NDC and Incentives
- Three more planned in 2011
- First graduating class Fall of 2011
- “CRA” designation: Certified Redevelopment Administrator



Partnerships

Florida Brownfields Association

Florida Chamber

Florida League of Cities

Florida City County Mgmt. Assoc.

International Council of
Shopping Centers Alliance

VISIT FLORIDA, Inc.

Communications

- Brand New Website!
- Member password access to queries, postings, blogs, research and articles
- Press releases, postings on social media
- News clips
- E-news
- Newsletter



Bylaw and Committee Revisions

- Bylaws amended/committees restructured
- Finance Committee – investments, dues, fees
- Membership Committee – conducted surveys this year on services and conference
- Professional Development – researched and made recommendations on additional

Social Media and Outreach

- Five RAP Visits
- Our friends and followers are growing
- 426 followers on Twitter, 351 Friends
- Fifteen (15) Regional meetings
- 20 Legal inquiries
- Six conferences with FRA

More on the Website

- “Let’s Talk” – statewide communication network
- Any member can create a micro-site
- Members blogs, posts and interactive sharing
- Continuous Twitter and Facebook posts display
- News Feed
- One stop FRA online resource center
- Events Calendar



Public Relations and Marketing Services

- Sample media kit
- PowerPoint for your program
- Marketing plan templates
- Communications guide
- Seminars on dealing with the media
- Strategy consultations
- Reduced rates for customized service



Business and Professional Development

- RFP Service
- Business Directory
- Job Forum
- Annual Conference
- Certification Program
- Professional Development Program
- Redevelopment Technical Assistance Program
- Job Postings



Transforming Spaces.

Revitalizing Places.



FLORIDA
REDEVELOPMENT
ASSOCIATION





Florida Redevelopment Association



Dedicated to the preservation, transformation and revitalization of Florida's communities.

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FRA Online Resources

- **Best Practices**
- **Events**
- **Member Query**
- **Member Services**
- **Technical Assistance**
- **Video Gallery**



Join the FRA Conversation

- **3 Million Reasons Why Your Project Matters - Apopka Story**
- **FRA Membership Benefits: Don't be caught without it**
- **Top 10 Myths of Downtown Revitalization**

FRA Video Highlights



Let's Talk

- Do i really need more parking? Clearwater CRA
- Why can't someone just make a decision? TampaCitySpeaks
- So tired of the bureaucratic mumbo jumbo! MiamiCRA
- Permits, Plans, People please...

FRA Site Map

- **About FRA**
 - Board of Directors
 - Welcome
- **Contact Us**
- **DIY Resources**
 - Annual Reports
 - Awards
 - Business Directory
 - Helpful Links
 - Membership

FRA on Facebook

Find us on Facebook



Florida Redevelopment Association

You like this. [Unlike](#)

Florida Redevelopment Association A sign the economy is changing for the better in Cape Coral with eight new businesses coming to the downtown area!

FRA on Twitter

- **#FF #FRA2010 exhibitors (& use #FRAexhib for updates/info):**
@aecom @bricksrus
@GAIConsultants @ICSC
@swanadvisors @woolpert
@sme_engineering
- **We do too! But, we'll be tweeting conference highlights throughout at #FRA2010! RT @dblor: @FLRevel wish I could be there!!!**

FRA Latest News Feed

- **What's the buzz about Boynton Beach?**
- **3 Million Reasons Why Your Project Matters - Apopka Story**
- **FRA Membership Benefits: Don't be caught without it**
- **Top 10 Myths of Downtown Revitalization**
- **Transforming Spaces. Revitalizing Places. FRA 2010**