

***2008 Florida Redevelopment
Association Annual Conference***

ABARACADABARA

(An ancient incantation to be used as a cure for fevers and inflammations)

**Adjusting project plans to
changing times**

MODERATOR:

**J. Gary Rogers-Executive Director City of Lauderdale Lakes Community
Redevelopment Agency, Florida Redevelopment Association 2008
Conference Chairman**

SPEAKERS:

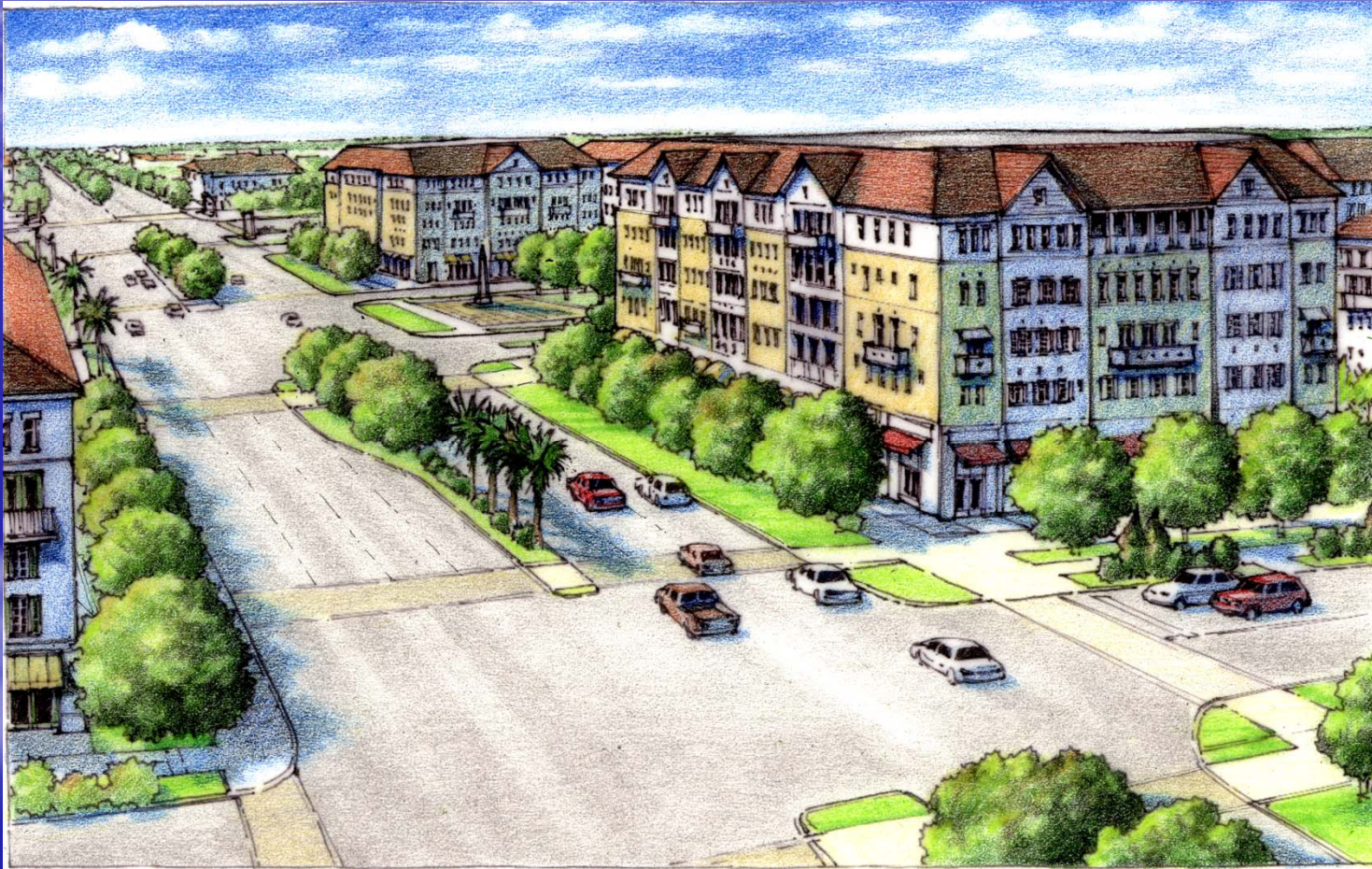
Robert M. Breslau, President, Stiles Investment Services

**Greg Brown, Chief Operating Officer and Director of Developments,
Feltrim Developments**

Honorable Mayor Joy Cooper, City of Hallandale Beach

**William P Voegele, Vice President, Development, Forest City
Commercial Group**

“A Vision without a plan is actually a hallucination”

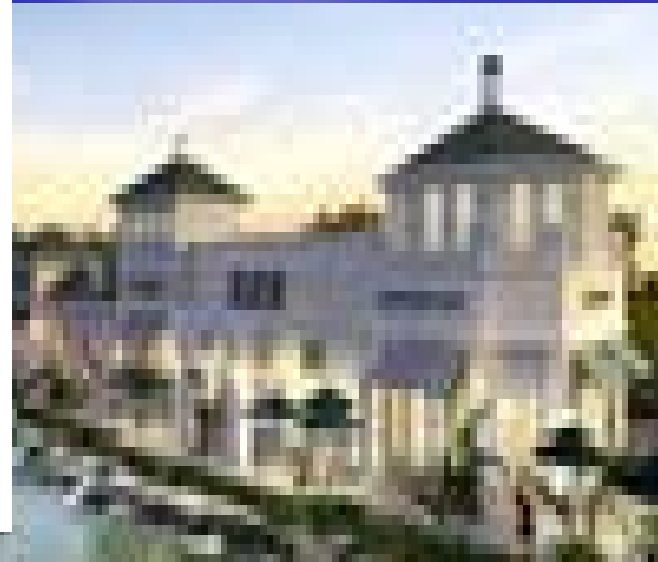
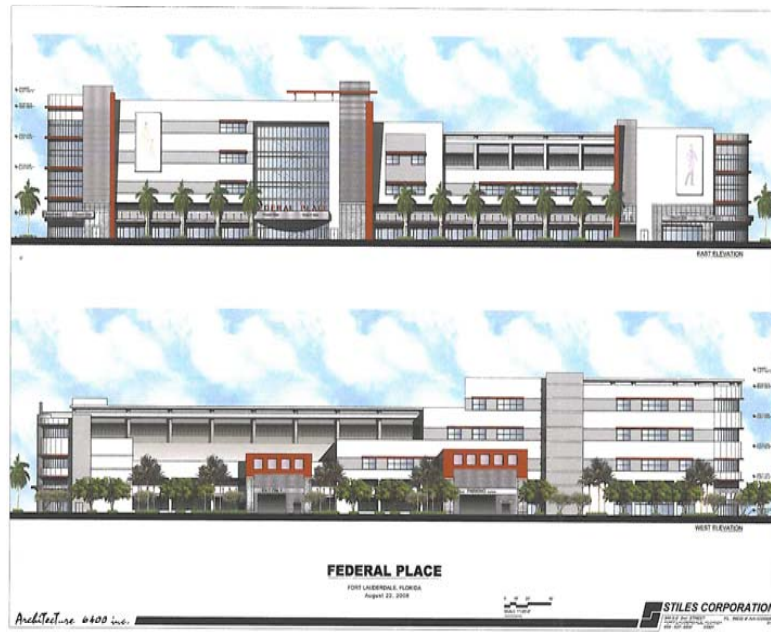
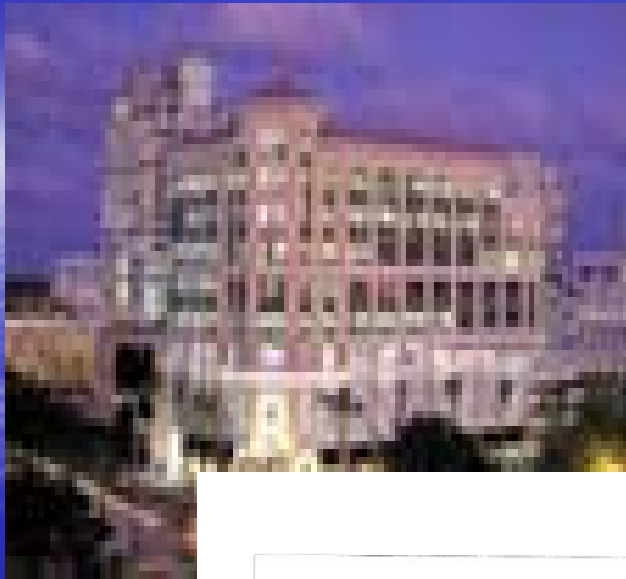


Bella Vista In Lauderdale Lakes Groundbreaking 2007





Bella Vista





City of
HALLANDALE
BEACH



FOREST CITY



Questions

FLORIDA REDEVELOPMENT ASSOCIATION 2009 ANNUAL CONFERENCE ABACADABARA

- Abracadabra is an ancient incantation that has magical connotations, what “magic” do you practice today to keep your long-term development projects moving? Shifting project uses, extending phases of the development, what is helping weather the storm we are in for your firms projects?
- Tell us about your trade associations in the development industry and the training that you use to advance the interest of your company...ICSC comes to mind: it seems more and more CRA, City Planning and Economic Development professionals, are finding the need to learn about your needs “on the other side of the permit counter”...what/where can we learn to help you?
- Today, every town and City has a VISION it seems and many of those call for something named TOWN CENTER to be built...Everyone wants to build a “lifestyle center” on their old dead retail site in town or, “out on the corridor”... how realistic is this and how do you evaluate these potential opportunities for your company?
- What are the hard number sources that you use to identify an investment/development opportunity to present to your site selection authorities for consideration?
- Is marketing by CRA’s something that you think is really attracting development interest, or is it: available investment capital/subsidy, the acquisition/assembly of land that drives you to us? Other than RFP’s/RLI’s what gets your attention?
- How early in your evaluation process do you determine if, and what type of subsidy is required to make the project work? How do you gauge the willingness of the municipality to embrace partnership opportunities?

Can you tell us how City Hall or Community Redevelopment Agency staff, and/or resources have made a difference in these challenging economic times for on-time delivery of your projects? What more can be done?

Tell us about the “carry cost” you face on large projects for: land options, design and engineering, financing commitments “on-hold” for project approvals...? What can we do to lessen the impact of carry cost for you?

For the past several years developers and investors have had a great ride and they really have not had a need for assistance from City Hall or CRA’s generally....Is there a “silver lining” in the depressed economy for forging more public/private development partnerships?

Mayor-What are your thoughts on all of this?

Your community is facing enormous pressures to keep moving forward with the Gulfstream Raceway conversion and your City and Forrest City Enterprises have made great progress, now the economy “tanks”! What are you-all doing to weather this storm in your city?

How can cities and developers better understand each others needs? How much disclosure and sharing of information is necessary in order to verify financial considerations which justify CRA involvement? How do you deal with the confidentiality of that information, especially for the Developer who cannot risk sensitive information getting into the public domain?

What resources / consultants can cities utilize in order to help them validate the need for subsidies and how partnerships are typically structured? What’s fair and aobjective to insure transparency?

How do you educate the public about the need for partnerships in order to gain support? Do you employ public participation workshops, community metings outside the regulatory approval process for instance?