



# 2011

## Florida Redevelopment Association Annual Conference

### Redevelopment in a Changing Economy

October 19-21 ■ Hilton Orlando

[www.redevelopment.net](http://www.redevelopment.net)

**BURKHARDT**  
CONSTRUCTION, INC.



**VISITFLORIDA®**



# Conference At A Glance

## Wednesday - October 19, 2011

7:30 a.m.	<b>Registration Desk Open</b> Florida Ballroom Foyer	8:00 a.m.	<b>Advancing the New Urban Paradigm</b> Florida Ballroom 5
7:30 a.m.	<b>Refreshments at Registration</b> Florida Ballroom Foyer	8:00 a.m.	<b>Business Awareness Marketing</b> Florida Ballroom 6
8:00 a.m.	<b>FRA Certification Committee</b> Lake Lucerne (Lobby Level)	8:00 a.m.	<b>Essential Economic Development Law</b> Florida Ballroom 7
8:00 a.m.	<b>FRA Regional Representatives Committee</b> Lake Highland (Lobby Level)	9:30 a.m.	<b>Refreshment Break/Exhibitor Gift Drawings</b> Florida Ballroom 1-4
8:00 a.m.	<b>Mobile Tour - Amway Center</b>	10:15 a.m.	<b>Innovative Zoning</b> Florida Ballroom 5
9:00 a.m.	<b>FRA Board of Directors Meeting</b> Lake Lucerne (Lobby Level)	10:15 a.m.	<b>Placemaking Strategies</b> Florida Ballroom 6
11:00 a.m.	<b>Exhibit Hall Open</b> Florida Ballroom 1-4	10:15 a.m.	<b>How to Write an RFP/ Scope of Service</b> Florida Ballroom 7
11:00 a.m.	<b>Welcome Luncheon in Exhibit Hall</b> Florida Ballroom 1-4	11:45 a.m.	<b>Annual Business Meeting and Keynote Luncheon</b> Orange Ballroom E-G
12:30 p.m.	<b>Opening Plenary Session</b> Orange Ballroom E-G	2:00 p.m.	<b>Job Creation through Local Energy Policies</b> Florida Ballroom 5
2:00 p.m.	<b>Refreshment Break in Exhibit Hall</b> Florida Ballroom 1-4	2:00 p.m.	<b>How to Attract Retailers and Retail Development</b> Florida Ballroom 6
2:00 p.m.	<b>CRA Board Member Training</b> Lake Highland (Lobby Level)	2:00 p.m.	<b>Incentives and Grants</b> Florida Ballroom 7
2:15 p.m.	<b>Corridor Redevelopment</b> Florida Ballroom 5	3:30 p.m.	<b>Refreshment Break/FRA Gift Drawing</b> Florida Ballroom 1-4
2:15 p.m.	<b>Code Enforcement as a Redevelopment Tool</b> Florida Ballroom 6	3:45 p.m.	<b>Financing Your Redevelopment Project</b> Florida Ballroom 5
2:15 p.m.	<b>Healthy Foods Projects</b> Florida Ballroom 7	3:45 p.m.	<b>Legislative Update</b> Florida Ballroom 6
3:45 p.m.	<b>Refreshment Break in Exhibit Hall</b> Florida Ballroom 1-4	3:45 p.m.	<b>"So You Want a Grocery Store..."</b> Florida Ballroom 7
4:00 p.m.	<b>Plenary Session - Sustainable and Diverse Redevelopment</b> Orange Ballroom E-G	6:30 p.m.	<b>Awards Dinner</b> Orlando Ballroom IV-V
5:30 p.m.	<b>Reception in Exhibit Hall</b> Florida Ballroom 1-4		

## Thursday - October 20, 2011

7:30 a.m.	<b>Registration Desk Open</b> Florida Ballroom Foyer
7:30 a.m.	<b>Continental Breakfast in Exhibit Hall</b> Florida Ballroom 1-4
7:30 a.m.	<b>Exhibit Hall Open</b> Florida Ballroom 1-4

## Friday - October 21, 2011

8:00 a.m.	<b>Breakfast with the Experts</b> Lake Eola (Lobby Level)
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# Special Thanks

## **Platinum Sponsors**

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Redevelopment Management Associates  
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## **Exhibitors**

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Tetra Tech NUS, Inc.  
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Dear Redevelopers,

Welcome to the Annual Conference of the Florida Redevelopment Association!

Although we find ourselves in the midst of a downward economy, especially in Florida, governments and businesses can and must partner, communicate and work together to take control of their own economic destiny.

This year's conference is appropriately about urban economic development. Our conference committee, led by incoming President Marc Mondell, has done an outstanding job of developing this program, especially targeted to community redevelopment agencies and urban economic development programs. It also features a variety of information – long on take home value and transferability – on urban business development. All of this, as we know, creates and sustains jobs in our communities.

Redevelopment through CRAs is urban economic development. And now that urban growth, the key to job creation, is the focus of federal, state and local funding, let's maximize this opportunity to plan and leverage our resources. From energy policies to codes, from marketing to creative financing, this year's program will enable you to take action immediately in support of successful local economic development objectives.

We are continually posting a lot of interesting urban economic development information at [www.redevelopment.net](http://www.redevelopment.net). Stop by the "Tech Booth" near the registration desk to learn all about our new list serve in the interactive members' section. By signing up, you can now share information on best practices with your fellow members, directly online.

It has really been an honor to serve as President this year, and I look forward to seeing all of you at the conference. Let us know how FRA can help you to advocate for, and successfully carry out, quality urban economic development in Florida.



A handwritten signature in blue ink that reads "Kurt Easton". The signature is written in a cursive, flowing style.

Kurt Easton,  
FRA President 2010-2011

# Exhibitor and Sponsor Listing

We sincerely thank our exhibitors and sponsors that have helped to make this conference possible.

## **AECOM Technical Services, Inc.**

### **Booth #212**

(407) 843-6552

[pete.sechler@aecom.com](mailto:pete.sechler@aecom.com)

Contact: Peter C. Sechler, RLA, AICP

## **AMEC-BCI**

### **Booth #303**

(863) 667-2345

[stephanie.dasher@amec.com](mailto:stephanie.dasher@amec.com)

Contact: Stephanie Dasher

## **Ameron International – Pole Products**

### **Booth #109**

(276) 676-1138

[jmink@ameron.com](mailto:jmink@ameron.com)

Contact: Jerry Mink

## **Banner Works of Florida, Inc.**

### **Booth #209**

(407) 322-9327

[cindy@bannerworksfl.com](mailto:cindy@bannerworksfl.com)

Contact: Cynthia Roberts

## **Beacon Products, a Division of Hubbell Lighting**

### **Booth #403**

(941) 755-6694

[mimparato@beaconproducts.com](mailto:mimparato@beaconproducts.com)

Contact: Michael Imparato

## **Burkhardt Construction, Inc.**

### **Platinum Sponsor**

(561) 659-1400

[dennis@burkhardtconstruction.com](mailto:dennis@burkhardtconstruction.com)

Contact: Dennis Haynes

## **Calvin Giordano & Associates: Redevelopment Solutions**

### **Gold Sponsor**

(954) 921-7781

[rsala@calvin-giordano.com](mailto:rsala@calvin-giordano.com)

Contact: Richard Sala

## **Cardo TBE**

### **Booth #314**

(850) 385-8232

[roger.register@cardno.com](mailto:roger.register@cardno.com)

Contact: Roger B. Register

## **Chen Moore and Associates**

### **Booth #311**

(954) 730-0707

[pmoore@chenmoore.com](mailto:pmoore@chenmoore.com)

Contact: Peter Moore, P.E., LEED AP

## **City of Orlando**

### **Diamond Sponsor**

(407) 246-2102

[pdellacona@downtownorlando.com](mailto:pdellacona@downtownorlando.com)

Contact: Pat Dellacona

## **Finrock Design-Manufacture-Construct, Inc.**

### **Booth #203**

(407) 293-4000

[gkroll@finrockdmc.com](mailto:gkroll@finrockdmc.com)

Contact: Gail Kroll

## **Florida Brownfields Association**

### **Booth #413**

(407) 740-6110

[erkrebill@terracon.com](mailto:erkrebill@terracon.com)

Contact: Eric Krebill

## **Florida Community Loan Fund**

### **Diamond Sponsor - Booth #201**

(407) 246-0846

[nblack@fclf.org](mailto:nblack@fclf.org)

Contact: Nelson W. Black, III

## **Fort Myers CRA**

### **Gold Sponsor**

(239) 321-7100

[lscrabis@cityftmyers.com](mailto:lscrabis@cityftmyers.com)

Contact: Leigh Scrabis

## **GAI Consultants, Inc.**

### **Booth #310**

(407) 843-1070

[l.tuscan@gaiconsultants.com](mailto:l.tuscan@gaiconsultants.com)

Contact: Richard A. Cima, P.E.

## **Goren, Cherof, Doody & Ezrol, P.A.**

### **Gold Sponsor**

(954) 771-4500

[dtolces@cityatty.com](mailto:dtolces@cityatty.com)

Contact: David Tolces

## **Hanson Hardscapes**

### **Booth #306**

(954) 972-7400

[jose.gonzalez@hanson.com](mailto:jose.gonzalez@hanson.com)

Contact: Jose E. Gonzalez, Jr.

## **Haskell**

### **Booth #409**

(904) 357-4205

[jim.hyla@haskell.com](mailto:jim.hyla@haskell.com)

Contact: Jim Hyla

## **International Council of Shopping Centers**

### **Diamond Sponsor**

(864) 968-9324

[cstewart@icisc.org](mailto:cstewart@icisc.org)

Contact: Cynthia E. Stewart

## **Jacobs Engineering Group, Inc.**

### **Gold Sponsor**

[jennifer.nelson@jacobs.com](mailto:jennifer.nelson@jacobs.com)

Contact: Jennifer Nelson

## **JAG Lighting Solutions, Inc.**

### **Booth #214**

(407) 973-6980

[rgraddy@cfl.rr.com](mailto:rgraddy@cfl.rr.com)

Contact: Rick Graddy

## **KBLD, LLC**

### **Booth #204**

(904) 208-4659

[linda@kblld.biz](mailto:linda@kblld.biz)

Contact: Linda Dufresne

## **Kimley-Horn and Associates, Inc.**

### **Diamond Sponsor - Booth #202**

(561) 845-0665

[alissa.waite@kimley-horn.com](mailto:alissa.waite@kimley-horn.com)

Contact: Alissa Waite

**Lewis, Longman & Walker, P.A.**  
**Gold Sponsor**  
 (904) 353-6410  
 bdurden@llw-law.com  
 Contact: Brenna Durden

**Perkins + Will**  
**Gold Sponsor**  
 (404) 443-7559  
 david.green@perkinswill.com  
 Contact: David Green

**S&ME, Inc.**  
**Booth #304**  
 (813) 623-6646  
 mlashley@seminc.com  
 Contact: Meg Lashley

**Littlejohn Engineering Associates, Inc.**  
**Booth #302**  
 (407) 975-1273  
 jjones@leainc.com  
 Contact: John M. Jones

**Pizzuti**  
**Booth #406**  
 (407) 841-0000  
 ilawson@pizzuti.com  
 Contact: Iris A. Lawson

**Site Horizons**  
**Booth #114**  
 (407) 947-6318  
 mlangle5@cfl.rr.com  
 Contact: Mary Langley

**The Mellgren Planning Group**  
**Booth #410**  
 (954) 475-3070  
 michele@tmpgplanning.com  
 Contact: Michele Mellgren, AICP

**Redevelopment Management Associates**  
**Gold Sponsor**  
 (954) 829-3508  
 kim@rma.us.com  
 Contact: Kim Briesemeister

**Stantec**  
**Booth #102**  
 (813) 223-9500  
 lea.deltosto@stantec.com  
 Contact: Lea Del Tosto, RLA

**Tetra Tech NUS, Inc.**  
**Booth #405**  
 (904) 636-6125  
 kara.wimble@tetrattech.com  
 Contact: Kara Wimble

**Tindale-Oliver & Associates, Inc.**  
**Booth #213**  
 (813) 224-8862  
 menglish@tindaleoliver.com  
 Contact: Michael English, AICP

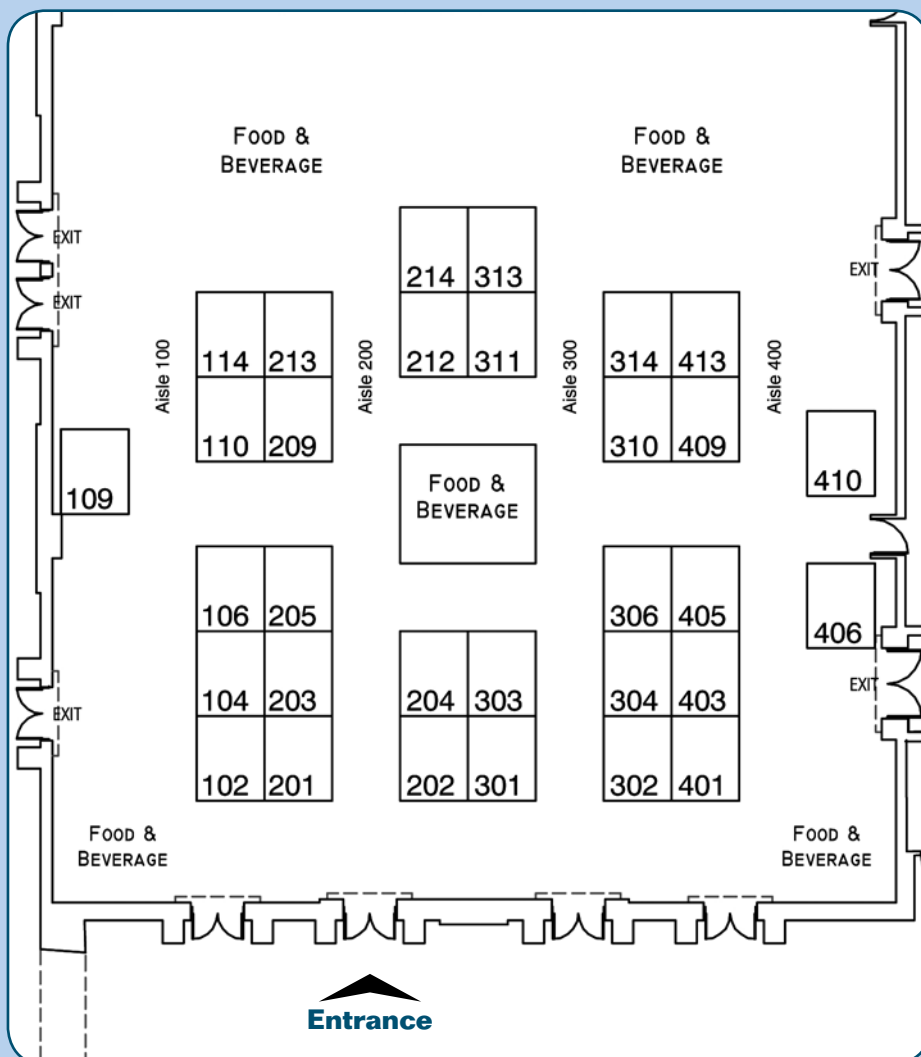
**VHB MillerSellen**  
**Diamond Sponsor - Booth #205**  
 (407) 839-4006  
 costrodka@vhb.com  
 Contact: Curt Ostrodka

**VISIT FLORIDA**  
**Platinum Sponsor - Booth #301**  
 (850) 205-3871  
 sleahy@visitflorida.org  
 Contact: Sarah Leahy

**Wade Trim**  
**Booth #401**  
 (813) 882-8366  
 csquires@wadetrim.com  
 Contact: Crystal Squires

**William Peebles, P.A.**  
**Gold Sponsor**  
 (850) 681-7383  
 office@billpeebles.com  
 Contact: William Peebles

## Exhibit Hall Floorplan



# Conference Committee

## Committee Chair

**Marc Mondell** - City of Ocala

## Committee Members

**Lynn Dehlinger** - City of Holly Hill

**Brenna Durden** - Lewis, Longman & Walker, P.A.

**Kurt Easton, AICP** - Urban Networks, LLC

**Michael English, AICP** - Tindale-Oliver & Associates, Inc.

**Marjorie Ferrer** - Delray Beach DDA

**Gus Gianikas** - City of Mount Dora

**Sherod A. Halliburton** - City of Bradenton

**Dennis Haynes** - Burkhardt Construction, Inc.

**Evan Johnson, AICP, LEED AP** - Tindale-Oliver & Associates, Inc.

**Georgia Katz** - St. Johns County

**Rochelle W. Lawandales, AICP** - Lawandales Planning Affiliates, Inc.

**Steve Lindorff** - City of Jacksonville Beach

**Anthony Lyons** - Gainesville CRA

**Curtis M. Ostrodka, AICP, LEED AP** - VHB MillerSellen

**Neale Stralow, RLA, AICP** - WilsonMiller Stantec

**Alissa Waite** - Kimley-Horn and Associates, Inc.

# General Information

## Conference Facilities

The conference will take place at the Hilton Orlando. All events at the hotel will take place on the lower convention level in the Florida and Orange Ballrooms, unless otherwise noted.

## Registration Desk Hours

The registration desk will be open as follows:

Wednesday – October 19      7:30 a.m. - 6:30 p.m.

Thursday – October 20      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 the mobile tour is **NOT** included with any package and 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](http://www.planning.org/cm).

## The Florida Bar

This conference has been approved for 2.00 Continuing Legal Education credits (C.L.E.R.) by The Florida Bar. The course title is "2011 Florida Redevelopment" and the course number is 9715 1.



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).

# Keynote Speakers



**Rebecca Ryan**

*Founder*

Next Generation Consulting

Ms. Ryan is a former professional basketball player and an Entrepreneur of the Year. National and international author Richard Florida calls her team “one of the most reliable sources of leaders who want to attract and retain the next generation of creative workers.”

With the knowledge and insight from conducting interviews, focus groups and surveys, she wrote the book, *Live First, Work Second: Getting Inside the Head of the Next Generation*.

Ms. Ryan has helped cities including Nashville, Milwaukee, and Columbus, Ohio design award-winning workforce strategies. Some of her clients have gone on to rank in the Fortune 100 Best Places to Work.

Ms. Ryan has been called a “human spark plug.”



**Annetta Wilson**

*President*

Annetta Wilson Media and Success Coaching

Ms. Wilson is an award-winning journalist logging over three decades in the broadcast industry as a television news anchor, reporter, producer, talk show host and writer. She is a Certified Mastery Coach and Certified Trainer. She is a business strategist specializing in presentation skills coaching, communication skills coaching and media training for public figures, entrepreneurs and executives. She also coaches individuals on personal and work-related communication issues. Ms. Wilson has coached on-air journalists at CNN and coached for Walt Disney World’s Ambassador Program. She is a Premier Coach for eWomen Network, the largest online networking community for businesswomen in North America.

The *Orlando Business Journal* named her one of 15 “Women Who Mean Business” in 2009.



**Robert McNulty**

*Founder and President*

Partners for Livable Communities

Robert McNulty has been one of the prime forces behind the livability movement in America. His leadership on issues regarding the economics of amenities, cultural heritage tourism, the creative economy, social equity, wellness and aging in place has helped communities as diverse as San Diego, California, to Battle Creek, Michigan, create partnerships and push forward agendas to increase the quality of life for all. Mr. McNulty is the founder and president of Partners for Livable Communities, a 30-year-old organization working to make cities across the country more livable for all people.



# Schedule of Events

**Wednesday  
October 19**

## **Refreshments at Registration**

7:30 a.m. - 9:00 a.m.  
Florida Ballroom Foyer

## **Registration Desk Open**

7:30 a.m. - 6:30 p.m.  
Florida Ballroom Foyer

## **FRA Certification Committee**

8:00 a.m. - 9:00 a.m.  
Lake Lucerne (Lobby Level)

## **FRA Regional Representative Committee**

8:00 a.m. - 9:00 a.m.  
Lake Highland (Lobby Level)

## **Mobile Tour – Amway Center**

*Sponsored by the City of Orlando*  
8:00 a.m. - 11:00 a.m.

The monumental tower serves as a beacon in the Downtown Orlando skyline. The Amway Center is more than an arena! You will see the amazing exterior – a modern blend of glass and metal – and the spacious 875,000-square-foot interior. Unmatched technology and an environmentally friendly design include the tallest HD video board in any NBA venue. There's something for everyone, with Stuff's Magic Castle for the kids and Gentleman Jack's Terrace for the "kid at heart." Come see what everyone is talking about!

*The bus will load at the group arrivals entrance on the lower level beginning at 7:45 a.m. Pre-registration is required.*

## **Member PR Video Interviews**

8:00 a.m. - 11:00 a.m.  
Florida Ballroom Foyer

## **Member PR Consult with RBOA**

8:00 a.m. - 2:30 p.m.  
Florida Ballroom Foyer  
*Sign up at the RBOA table next to registration or via e-mail to Erin Schmidt at [eschmidt@rboa.com](mailto:eschmidt@rboa.com).*

## **FRA Board of Directors Meeting**

9:00 a.m. - 11:00 a.m.  
Lake Lucerne (Lobby Level)

## **Welcome Luncheon in the Exhibit Hall**

11:00 a.m. - 12:30 p.m.  
Florida Ballroom 1-4  
*Sponsored by VISIT FLORIDA*

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 redevelopment partners, and bring plenty of business cards for the drawings.

## **Exhibit Hall Open**

11:00 a.m. - 7:30 p.m.  
Florida Ballroom 1-4

**"Where in the Booth is FRA?"** Each exhibitor has hidden a copy of the FRA logo in their booth and your mission is to find it. Find the logo in every booth and you will qualify for the FRA gift drawings that will be held during the Thursday afternoon break.

## **Opening Plenary Session**

12:30 p.m. - 2:00 p.m.  
Orange Ballroom E-G

Presiding: *Kurt Easton, AICP*, President, Florida Redevelopment Association; Principal, Urban Networks, LLC

Welcome: *The Honorable Buddy Dyer*, Mayor, City of Orlando; and *the Honorable Patty Sheehan*, Mayor Pro Tem, City of Orlando

**Wednesday  
October 19**

### **"Networking"**

Annetta Wilson, President, Annetta Wilson Media and Success Coaching

**CM | 1**

### **What Has FRA Done for You Lately?**

Committee Reports and the State of the Organization with FRA Board Members, Regional Representatives and Committee Chairs

### **Refreshment Break in Exhibit Hall**

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

Florida Ballroom 1-4

*Provided by our 2011 Sponsors and Exhibitors*

### **CRA Board Member Training**

2:00 p.m. - 4:00 p.m.

Lake Highland (Lobby Level)

The job description is not written, but the knowledge, skills and abilities as a community redevelopment board member, appointed or elected, are nonetheless required for success. Participants will learn from staff experts and peers about CRA administration and policy, best practices and laws that impact both the CRA and you. The workshop will cover sunshine and ethics laws, meeting protocols and reporting requirements.

*Additional registration of \$25 per person is required.*

**CM | 1**

**CM | .5 | Law**

**CM | .5 | Ethics**

### **Corridor Redevelopment**

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

Florida Ballroom 5

Every community, big or small, has a roadway corridor that most people "don't like," and often this corridor is the access "gateway." This main arterial shows the signs of aging and the transition that has occurred in the marketplace. While the corridor still has market potential, it remains an eyesore. This session will focus on using best practices to encourage and incentivize redevelopment along these corridors. We can attract profitable businesses, increase the tax base, and improve mobility and livability for our residents.

**CM | 1.5**

Moderator: *James A. Sellen*, Principal, VHB MillerSellen

Speakers: *Melina Duggal*, Senior Principal, RCLCO; *Tom Harmer*, Senior Director, Public Private Projects, The Pizzuti Companies; *Bill Kercher*, AICP, LEED AP, President, wck Planning, Inc.; and *Geoffrey A. McNeil*, RLA, Planning Design Manager, VHB MillerSellen

### **Code Enforcement as a Redevelopment Tool**

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

Florida Ballroom 6

Every community struggles with vacant, overgrown and dilapidated properties. The first line of attack in removing these conditions of slum and blight is code enforcement. We will discuss proactive solutions, including the benefits of adopting a property registration ordinance and minimum maintenance standards, of foreclosing liens, of purchasing tax certificates and deeds, and of negotiating demolition agreements. In addition, attendees will see examples of the results achieved and how code enforcement has resulted in new private investment.

**CM | 1.5**

Moderator: *Marc Mondell*, AICP, Associate AIA, Executive Director, Municipal Development, City of Ocala

Speakers: *Charles J. Rich, III*, Manager, Code Enforcement, City of Ocala; *Rick Stauts*, Executive Director, Florida City CRA; and *David N. Tolces*, Partner, Goren, Cherof, Doody & Ezrol, P.A.

### **Healthy Foods Projects**

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

Florida Ballroom 7

What is happening now with this very hot topic? What is the best way to set up and fund food projects? We will be sharing examples of small community gardens, a government farm project, an agricultural urban plan, and a larger "public market" development. We will discuss these issues and you will leave this session knowing about some exciting programs and exactly where to go for more information.

**CM | 1.5**

Moderator: *Ed Johnson*, Urban Development Manager, Economic and Urban Development Department, East Tampa

Speakers: *Jon Albee*, Co-Founder, The Urban Farmer; *David W. Bloom*, Senior Project Manager, Four Corners

Group, LLC; and *Jason R. Nunemaker*, ICMA-CM, City Manager, City of Fellsmere

### **Refreshment Break**

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

Florida Ballroom 1-4

### **Plenary Session – “Sustainable and Diverse Redevelopment”**

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

Orange Ballroom E-G

*Robert McNulty*, Founder and President, Partners for Livable Communities

**CM | 1.5**

### **Reception in Exhibit Hall**

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

Florida Ballroom 1-4

*Sponsored by Florida Community Loan Fund*

This premier event is all about great partnerships – results are gained through this continual exchange of information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards to qualify for gift drawings.

**Thursday  
October 20**

### **Continental Breakfast in Exhibit Hall**

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

Florida Ballroom 1-4

### **Exhibit Hall Open**

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

Florida Ballroom 1-4

### **Registration Desk Open**

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

Florida Ballroom Foyer

### **Advancing the New Urban Paradigm**

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

Florida Ballroom 5

Redevelopment offers the unique opportunity to replace suburban ways of designing with exciting new urban concepts and themes. When people can clearly visualize

outcomes, we provide predictability, and that is good for the economy. Our speakers will describe the advantages of using “Complete Streets” and “Road Diet” design to balance the needs of pedestrians, cyclists, public transit, and automobiles within the public realm. We will discuss how to incorporate best design practices for buildings and sites into redevelopment plans. Don't leave without also hearing some great tips for building community and political support for the design vision.

**CM | 1.5**

Moderator: *Curtis M. Ostrodka*, AICP, LEED AP, Senior Project Manager, Planning, VHB MillerSellen

Speakers: *Kevin R. Tyjeski*, AICP, LEED AP, Chief Planning Manager, City of Orlando; and *Laurence Lewis*, P.E., AICP, LEED AP, Senior Project Manager, VHB Miller Sellen

### **Business Awareness Marketing**

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

Florida Ballroom 6

Downtown and other urban organizations represent many businesses and property owners within their districts. Learn about some exciting and innovative new ways to market your businesses – using categories of downtown merchants, restaurants and businesses – leading to sustainable economic growth. Discover how to celebrate those unique businesses that make your downtown special! Take home great ideas and lots of real life examples that work in any size community.

**CM | 1.5**

Moderator: *Marjorie Ferrer*, Executive Director, Delray Beach DDA

Speakers: *Tanja Gerhartz*, Economic Development Director, City of Winter Garden; *Brian Hinton*, Main Street Coordinator, City of Panama City; *Sharon West McCormick*, Communications Director, Redevelopment Management Associates; and *Sandi Moore*, Main Street Manager, Leesburg Partnership, Inc.

### **Essential Economic Development Law**

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

Florida Ballroom 7

Let's discuss how redevelopment practitioners can conduct business from an economic development perspective. We will cover confidentiality for economic development projects; the eminent domain prohibition; the use of increment funds

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for economic development; adverse condemnation and the Bert Harris Act; development agreements; and the powers of local governments to initiate economic development.

**CM | 1.5**

Moderator: *Marc Mondell*, AICP, Associate AIA, Executive Director, Municipal Development, City of Ocala

Speakers: *Brenna M. Durden*, Attorney, Lewis, Longman & Walker, P.A.; and *Clifford B. Shepard*, Partner, Shepard, Smith & Cassady, P.A.

### **Refreshment Break and Exhibitor Gift Drawings**

9:30 a.m. - 10:15 a.m.

Florida Ballroom 1-4

*Provided by our 2011 Sponsors and Exhibitors*

Some great gifts will be raffled off by drawing from the names of people who have visited each exhibitor's booth. Bring plenty of business cards! *You must be present to win! The drawings will begin at 10:00 a.m.*

### **Innovative Zoning for an Innovative Economy**

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

Florida Ballroom 5

Planning and zoning regulations have a huge impact on the viability of downtowns, CRA areas, redevelopment and economic development. However, in too many instances, a community's regulatory framework does not fully support redevelopment or economic development programs. Worse, zoning regulations actively create barriers to achieving community vision and goals. When properly understood, zoning analytics and regulations can create sustainable urban infill and business development in your community. You will learn how to assess what changes are needed and how make them happen – even through complicated processes and politics.

**CM | 1.5**

Moderator: *Anthony Lyons*, Director, Gainesville CRA

Speakers: *Kelly Fisher*, Project Manager, Gainesville CRA; and *David Green*, AIA, LEED, Principal and Director of Global Research, Perkins + Will

### **Placemaking Strategies to Reinvigorate Public Spaces**

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

Florida Ballroom 6

Are there beautiful, publicly accessible spaces in your city that are unused by your citizens? If so, we invite you to join us for a discussion on how placemaking can help inject life into underutilized spaces in order to increase vibrancy and economic opportunity. We will discuss the creative work that is being done in Tampa and Clearwater, two cities that have found success through these strategies. The session will conclude with a moderated discussion that will allow you to share different experiences and discuss specific issues you are facing in your community.

**CM | 1.5**

Moderator: *Michael M. English*, AICP, Principal, Tindale-Oliver & Associates, Inc.

Speakers: *Shaun Drinkard*, Director of Placemaking, Tampa Downtown Partnership; *Evan Johnson*, AICP, LEED AP, Project Manager, Tindale-Oliver & Associates, Inc.; *Geri Campos Lopez*, CEcD, Director of Economic Development and Housing, City of Clearwater

### **How to Write an RFP/Scope of Service to Get Results**

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

Florida Ballroom 7

Your community wants to solicit professional services and you have to write the request. Do you need a Letter of Interest, Statement of Qualifications or Request for Proposal? Does it really matter? Join us in learning how to target the right services and how to write the best request for services to meet your needs. Don't miss this opportunity to hear varying perspectives from a local government purchasing representative, professional services consultants and developer. We will make sure you never again ask for something in a request for services and don't get what you need!

**CM | 1.5**

Moderator: *Neale Stralow*, RLA, AICP, Senior Project Manager, WilsonMiller Stantec

Speakers: *Tom Harmer*, Senior Vice President, The Pizzuti Companies; *Jeffrey L. Oris*, CEcD, President, Planning and Redevelopment Consultants, Inc.; and *Carrie Woodell*, CFCM, Purchasing Manager, City of Winter Park



## **Annual Business Meeting and Keynote Luncheon**

11:45 a.m. - 2:00 p.m.  
Orange Ballroom E-G

Presiding: *Kurt Easton*, AICP, President, Florida Redevelopment Association; Principal, Urban Networks, LLC

### **Keynote Presentation: Cities 3.0 – Reflecting, Responding and Redesigning for an Uncertain Future**

*Rebecca Ryan*, President, Next Generation Consulting, Inc.

**CM | 1**

### **Job Creation through Local Energy Policies**

2:00 p.m. - 3:30 p.m.  
Florida Ballroom 5

Public policy can create energy-related jobs in Florida. Learn about state energy programs that can be used by local governments to create economic development opportunities. Do you know which local energy policies can save money now and generate construction jobs immediately? Your city, county or CRA can also leverage energy funds to provide incentives for energy efficiency retrofits, thus stimulating private investment.

**CM | 1.5**

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

Speakers: *The Honorable Chris Dzadovsky*, Commissioner, St. Lucie County; *John Porter*, Co-Chair, Space Coast Energy Consortium; and *Travis Yelverton*, Deputy Director, Office of Energy, Florida Department of Agriculture and Consumer Services

### **How to Attract Retailers and Retail Development**

2:00 p.m. - 3:30 p.m.  
Florida Ballroom 6

*Presented by ICSC's Florida Alliance*

This forum with national retail experts will provide insight for communities looking to expand retail opportunities. The discussion will highlight marketing and planning strategies to develop the right mix of tenants to enhance your area and create new development opportunities. Hear how demographics and psychographics play a role in today's successful projects. Learn about the incentives that retailers and developers are looking for in today's challenging economic environment. There is a defined and clear cut process for presenting sites to developers and retailers – this forum will show you how!

**CM | 1.5**

Moderator: *Cynthia Stewart*, Community Relations Director, Global Public Policy, International Council of Shopping Centers

Speakers: *John M. Crossman*, CCIM, President, Crossman and Company; *Lynn Dehlinger*, Economic Development Director, City of Holly Hill and ICSC ALLIANCE Florida Public Sector Chair; and *Debra Sinkle Kolksey*, President, REDEVCO Management and ICSC ALLIANCE Florida Private Sector Chair

### **Incentives and Grants for Urban Economic Development**

2:00 p.m. - 3:30 p.m.  
Florida Ballroom 7

Learn what is available from foundations, non-profits, state and federal sources. The role of the new Department of Economic Development and Enterprise Florida, along with the Governor's Office of Tourism, Trade and Economic Development, will be overviewed. The funding picture for CRAs and economic development programs from all of these agencies and sources will be summarized.

**CM | 1.5**

Moderator: *Steve Lindorff*, AICP, CRA Administrator, City of Jacksonville Beach

Speakers: *Karl Blischke*, Chief Analyst, Florida Department of Economic Opportunity; *Liefke Cox*, Director of Investor Relations, Enterprise Florida, Inc.; and *Carol Westmoreland*, Executive Director, Florida Redevelopment Association

### **Refreshment Break in Exhibit Hall**

3:30 p.m. - 3:45 p.m.  
Florida Ballroom 1-4

*Provided by our 2011 Sponsors and Exhibitors*

We will draw from cards of those who participated in **"Where in the Booth is FRA"** at this break, but you must be present to win.

### **Financing Your Redevelopment Project**

3:45 p.m. - 5:15 p.m.  
Florida Ballroom 5

This forum will explore the loan process for long-range project funding. In downturned times, knowing what will be needed once times are better helps to make any loss of momentum temporary. The speakers will share what loans and bonds are available for redevelopment projects

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in Florida and how to access them. Also, learn how your CRA can benefit from the Community Reinvestment Act requirements.

**CM | 1.5**

Moderator: *Jeremy Earle*, ASLA, AICP, Executive Director, Dania Beach CRA

Speakers: *Tony T. Brown*, Executive Director, Riviera Beach CRA; *Janice M. Connor*, Community Development Manager, TD Bank; *Debra Reyes*, President and CEO, Neighborhood Lending Partners, Inc.; and *Michael C. Smith*, Florida Sales Officer, BB&T Government Finance

### **Legislative Update**

3:45 p.m. - 5:15 p.m.  
Florida Ballroom 6

WOW, so much happened last legislative session! Changes to the growth management laws, constitutional revenue limitations and, even, where have all the departments gone? Join Bill, Karen, Lester, and Beth to discuss how these trends and changes will specifically impact your economic development and redevelopment efforts throughout Florida. What should we focus on for the 2012 session, which starts in January due to the constitutional requirement to take up district reapportionment? How will that affect you? Hop on board to get "educated, updated and committed" to addressing legislation already on the horizon, as well as challenges members are experiencing with current statutes.

**CM | 1.5**

Moderator: *Rochelle W. Lawandales*, AICP, President, Lawandales Planning Affiliates, Inc.

Speakers: *Lester Abberger*, Lobbyist, American Planning Association; *William J. Peebles* and *Karen M. Peterson*, FRA Lobbyists, William J. Peebles, P.A.; and *Beth Rawlins*, President, Florida Business Watch

### **"So You Want a Grocery Store...."**

3:45 p.m. - 5:15 p.m.  
Florida Ballroom 7

This discussion will involve people who have done it, i.e., private developers and CRA leaders who have succeeded in bringing "high-value" catalytic grocery stores into their districts. Session facilitators will offer practical strategies and straight talk about how to attract a grocery tenant, how to structure the right incentive and investment package, and how to work with the private sector to maximize the local economic impact of a grocery store in terms of jobs, income and renewed energy for nearby redevelopment projects. We will use concrete case study examples from several Florida CRA districts and offer ample time for Q & A.

**CM | 1.5**

Moderator: *Gypsy C. Gallardo*, CEO, Urban Market Ventures/Partner, Florida Food Security Partnership, Inc.

Speakers: *Sherod Halliburton*, Executive Director, Bradenton Central CRA; *Larry Newsome*, CEO, Urban Development Solutions, Inc.; *Don Paight*, Executive Director, Fort Myers CRA; and *Randy Roth*, CEO, Endeavour Corporation/Partner, Florida Food Security Partnership, Inc.

### **Awards Dinner**

6:30 p.m. - 8:30 p.m.  
Orlando Ballroom IV-V  
*Sponsored by Burkhardt Construction, Inc.*

Celebrate the "BEST" of redevelopment as we announce the 2011 FRA Award winners. In addition, help us congratulate our first class of members graduating from the FRA Redevelopment Academy as "Certified Redevelopment Administrators"! Make plans to attend this fun event on the red carpet!

Friday  
October 21

**Breakfast with the Experts**

8:00 a.m. - 10:00 a.m.  
Lake Eola (Lobby Level)

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

**CM | 1**

**Business Improvement Districts** – How to create them, as well as how they are funded and operate.

**Frequently Asked Questions** – Bring all the questions you still have unanswered, and we will also review the solutions to questions we are asked frequently.

**Staying Aloft with Falling Revenues** – What options are out there for local governments wanting to reduce increment contributions, or redirect their redevelopment programs?

**Using Your Local Diversity** – Let's share what you can do to maximize your community's assets from a diverse point of view, and how focusing on diversity can make your redevelopment efforts more successful.

**Brownfields** – Money for redevelopment projects is now available, and the Voluntary Clean Up Tax Credit may be something that will help you leverage your CRA dollars more efficiently.

**Economic Development is 90% Mental, 50% Physical** – Learn how the City of Wellington leveraged community assets to formulate a diversified program and create a sense of place and sustainability.

**Mixed-Use Development Concept –  
Creating Destinations**

PEOPLE INSTINCTIVELY  
RESPOND WITH INTEREST  
AND ENTHUSIASM TO  
WALKABLE, MIXED-USE  
ENVIRONMENTS.



# Florida Redevelopment Association

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### **President Elect**

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### **Treasurer**

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**The Honorable Dan Espino**

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**The Honorable Eric Haynes**

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# Past Presidents

1977	<i>William S. Turnbull</i>	1994	<i>Julie Scofield</i>
1980	<i>Marilyn Larson</i>	1995	<i>Ronali Wood</i>
1981	<i>W. Thomas Mills, Jr.</i>	1996	<i>Gary Wohlforth</i>
1982	<i>Roy F. Kenzie</i>	1997	<i>Jennifer Fleming</i>
1983	<i>R. Lee Menzies</i>	1998	<i>Suzanne Kuehn</i>
1984	<i>Thomas R. Kohler</i>	1999	<i>Paul Thorpe</i>
1985	<i>John F. Habgood</i>	2001	<i>Dennis Russ</i>
1986	<i>William Farkas</i>	2002	<i>Chris Brown</i>
1987	<i>Lance S. Clarke</i>	2004	<i>T. Neil Fritz</i>
1988	<i>Peter Andolina</i>	2005	<i>Gail Hamilton</i>
1989	<i>Gerald S. Langston, Jr.</i>	2006	<i>Jeffrey L. Oris</i>
1991	<i>Joyce Sellen</i>	2007	<i>Kim Briesemeister</i>
1992	<i>Gail Collins</i>	2008	<i>J. Gary Rogers</i>
1993	<i>Andy Ham</i>	2009	<i>Rochelle Lawandales</i>



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Follow **@FLRelevel** for news, resources and updates about Florida redevelopment and engage in the conference discussion using **#FRA11**.



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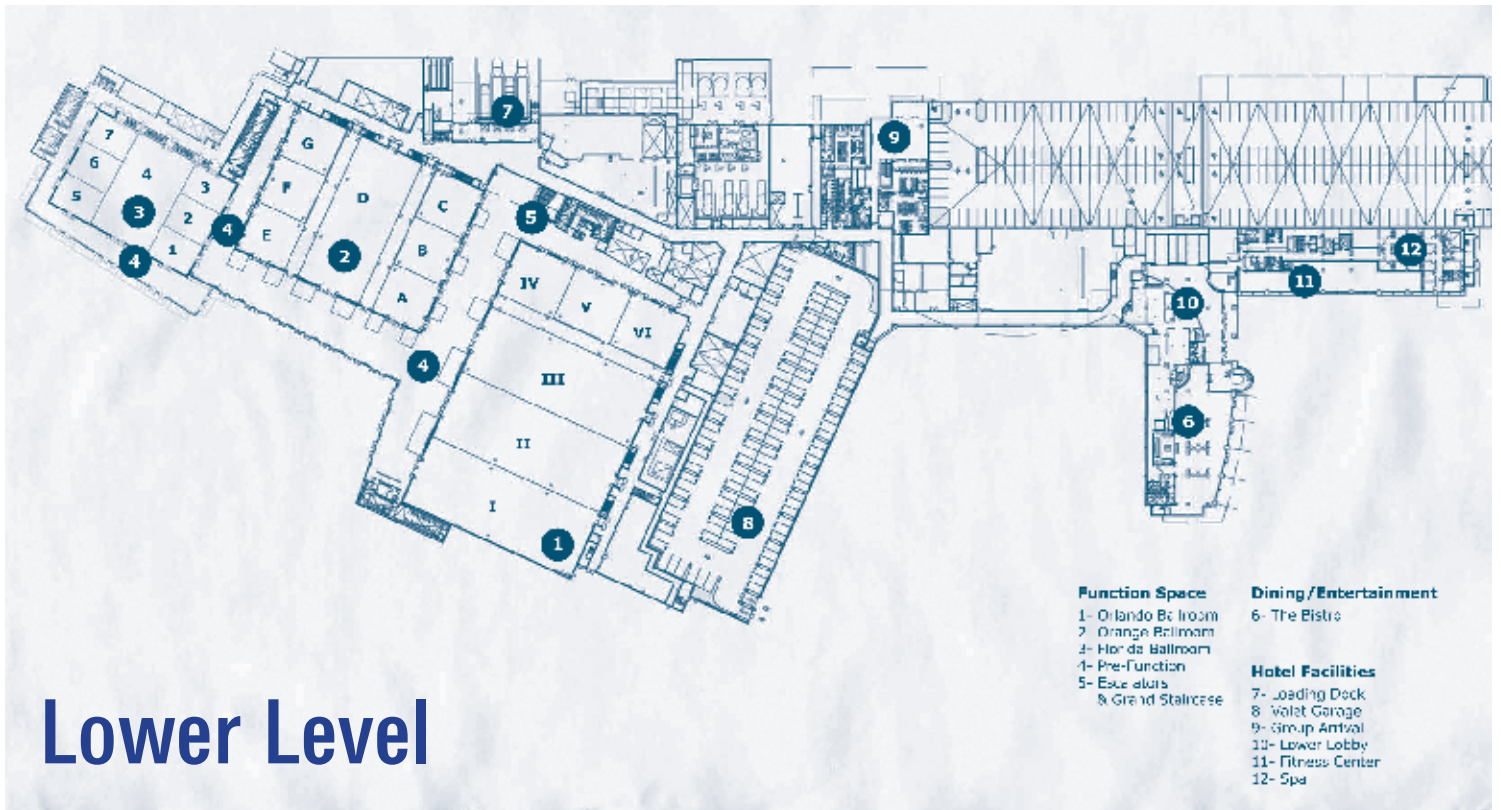


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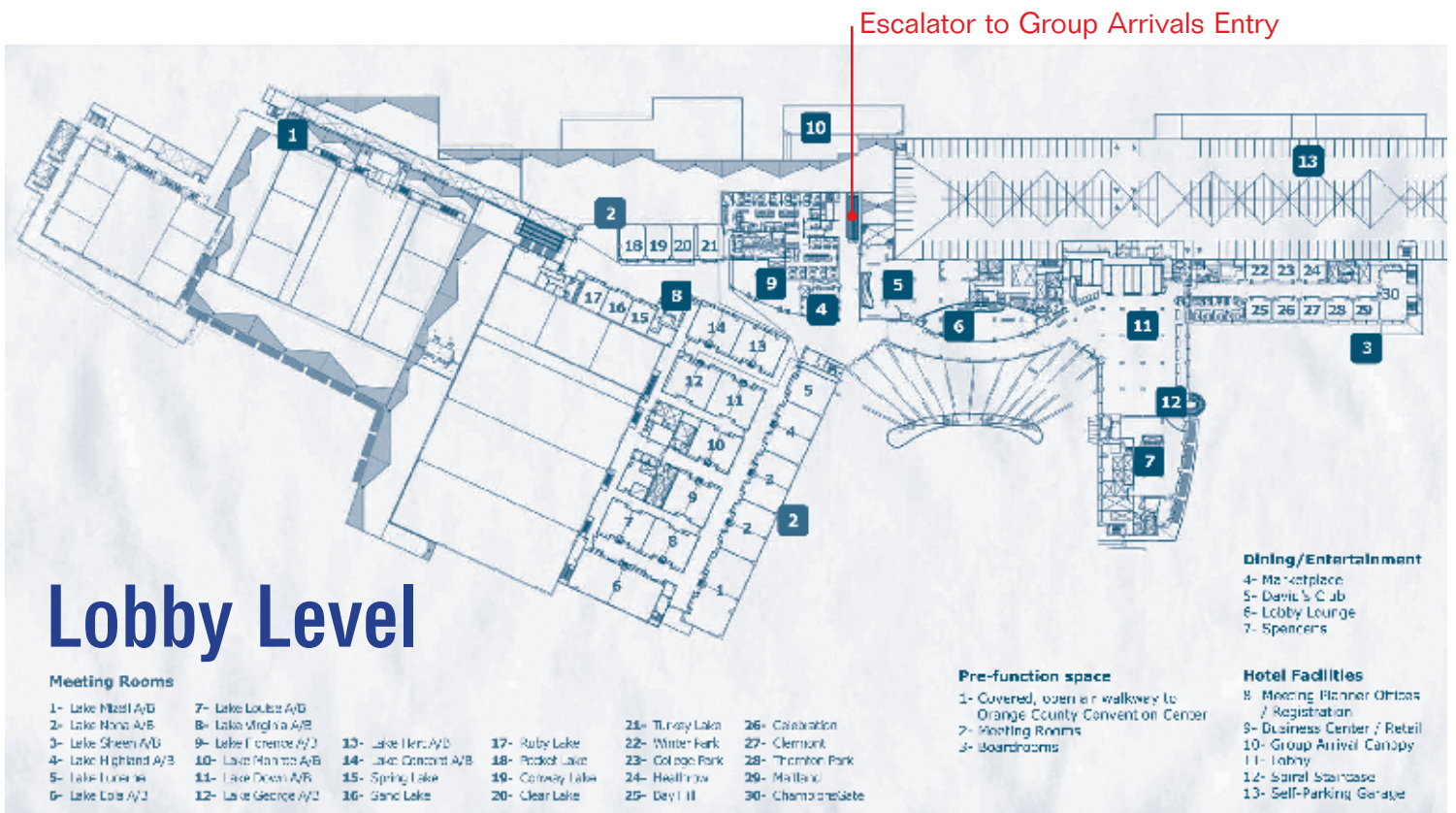


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# Meeting Space Floorplan



## Lower Level



## Lobby Level



[www.redevelopment.net](http://www.redevelopment.net)



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 (CEd).

An event at this conference has been approved for 2.00 Continuing Legal Education credits (C.L.E.R.) by the Florida Bar.