



2012

Small Towns/Big Towns: Redevelopment Strategies That Work

■ October 24-26 ■

Hilton Daytona Beach Oceanfront Resort

www.redevelopment.net

**BURKHARDT
CONSTRUCTION, INC.**



**President's Award Winner:
Management Programs/
Creative Partnerships**

CareerEdge Funders Collaborative of Manatee & Sarasota
Bradenton Central Community Redevelopment Agency



**2011
Capitol Projects/Beautification**

Kissimmee Phase I Streetscape
City of Kissimmee, CRA

2012

Keynote Speakers



Rich Luker has been studying American life for more than 25 years. His earliest research examined the role of media use in adolescent social development - the topic of his doctoral dissertation at the University of Michigan. He is best known for his creation of the ESPN Sports Poll which began in 1994. Luker began to develop strategies to reinvigorate the American community in 2001. The most successful to date is the NCAA Division II strategy highlighted on the Web site www.diicomunity.org. Luker is currently developing similar strategies for high schools through the National Federation of State High School Associations and through Minor League Baseball. In 2009, Luker published *Simple Community*, which documents the loss of the American community and provides a way for American companies to invest in restoring community.



Author **Peter Kageyama** looks at what makes cities lovable, what motivates citizens to do extraordinary things for their places and how

some cities use that energy to fill in the gaps that "official" city makers have left when resources disappear. Peter will speak about how we can turn peoples' emotional engagement with their place into tangible action and use that excitement and energy as a much needed community development resource.

He is an internationally recognized expert on community development and grassroots engagement. He is the author of *For the Love of Cities*, which explores in detail the value of emotional engagement with our cities, how that connection is created and nurtured, and how it can be turned into a development resource for places. As the co-founder and producer of the Creative Cities Summit, an interdisciplinary event that brings together citizens, thought leaders and practitioners around the big idea of the city, Peter has been a central connector in the field of place and community making. He is the former President of Creative Tampa Bay, a grassroots community change organization based in the Tampa Bay region. He has spoken all over the world about bottom up community development and the amazing people that are making change happen. His book, *For the Love of Cities*, was recently recognized by Planetizen as a Top 10 Book for 2012 in urban planning, design and development.

FRA Annual 2012 Conference Program

Small Towns/Big Towns: Redevelopment Strategies That Work

Tentative Schedule

Tuesday, October 23

9:00 a.m. – 4:00 p.m.

FRA Academy Certification Class: Redevelopment 101

Wednesday, October 24

7:30 a.m.

Registration Desk Open

7:30 a.m.

Refreshments at Registration

8:00 a.m.

CRA Basics Board Training

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, and Port Orange 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 CRA

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 a long vacant building in the old downtown area. We will also visit other projects including: an artist's complex with 33 individual artists, six residential redevelopment projects; another 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 at www.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 cited 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

CRA's 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 there, 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
Impacts of Revenue Limitations on CRA Funding
Long Term

9:30 a.m. – 4:00 p.m.

FRA Academy Certification Class: Budgeting, Financing and Reporting

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

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