

What Can FRA Do For You?

***Making the Most of
Your Membership***

www.redevelopment.net





Presenters

Jeff Burton, FRA-RA, FRA Membership Committee
Executive Director, City of Palmetto



Michael English, FRA Board Member
Principal Planner, AICP, BCC Engineering, Inc.



**Marjorie Ferrer, FRA Board Member/Chair,
Membership Committee**
*Executive Director, Delray Beach Downtown
Development Authority*



Carol Westmoreland, Executive Director, FRA

Investing in Community

\$\$\$\$\$\$

The FRA was founded in 1974 as a not for profit to support Downtown Development Authorities in Florida. As the state grew, Community Redevelopment Agencies, Main Streets, Non-Profits, DDAs and businesses flourished in support of doing revitalization the right way in Florida. The FRA supports these groups and many businesses as members. We collaborate with this network of experts, policy makers and practitioners to provide a statewide conduit for best practices.

We Are Public *AND* Private

“Leveraging, investing, partnering”...

FRA members often rely on public-private partnerships!

Florida statutes **require** CRAs work thru **private** sector, which is critical to redevelopment.

The FRA is the expert on CRAs.

CRAs have dedicated funding, which supports an industry _

We help the private side connect with the public side/visa versa

Why affiliate with the FRA?

- Real-time leads on projects and services
- Plug into existing framework to build reputation
- Low cost promotion of successful projects
- Value added face time/promotion at conferences
- Online promotion via FRA social sphere
- Information when you need it in a nutshell – time is money!

Not to mention the real satisfaction of accomplishing urban redevelopment!

Mission

Our goal is to transform urban places into vibrant, thriving commercial areas and neighborhoods. The FRA does this beyond the latest urban renewal trends - we advocate for effective legal and financial tools to support long term, solid alternatives to urban blight.

Are You Hearing From Us?

Most of FRA's communication is by email or the web. If you're not hearing from us...you are not a member or something is wrong!

- ▶ *If you are a member, be sure your contact email addresses are correct, including new staff members*
- ▶ *Make sure the FRA is added to your "white" list*
- ▶ *Make sure you have a password to the website member section*
- ▶ *Do you want more information? Visit the website every day or email us.*



Annual Conference...

THE Redevelopment Event of the Year!

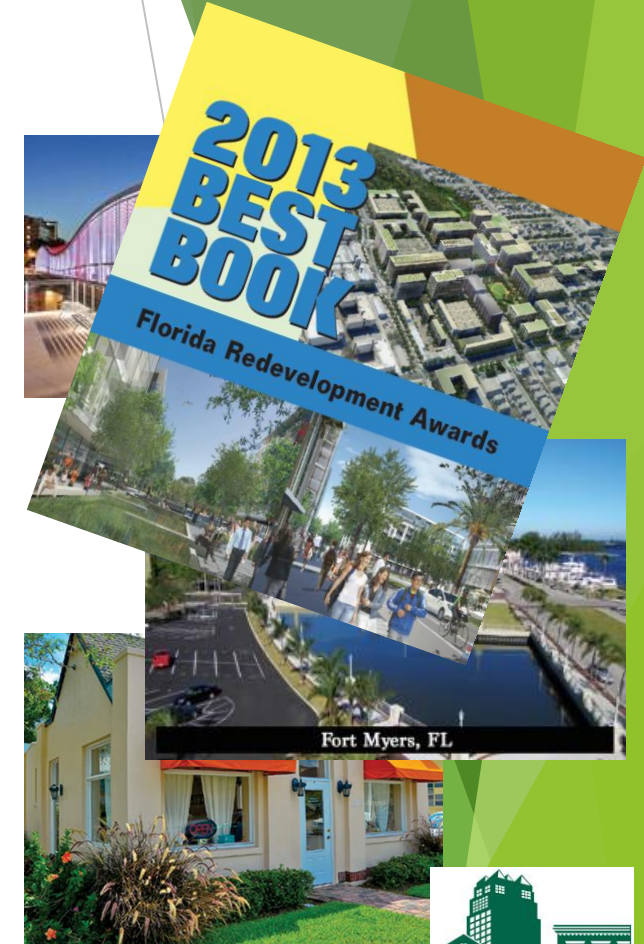
- ▶ Network with redevelopers and downtown organizations all around the state
- ▶ 3 days of informative sessions/speakers
- ▶ Member discounts
- ▶ Great mobile tours
- ▶ Only statewide conference just on redevelopment and downtown issues
- ▶ Training for all levels of involvement/sizes
- ▶ 2014 Conference is in Miami this year, October 7-10



Showcase Your Success!

Annual Awards Program

- ▶ Roy F. Kenzie Awards honor “best” programs/projects
- ▶ Deadline is in June each year
- ▶ 13 Award Categories
- ▶ Winners CELEBRATED at the Annual Conference
- ▶ “Best Book” memorializes winners and projects
- ▶ Books and photo provided at no cost to winners



FRA Advocacy

- ▶ The FRA is your eyes and ears.... at the state capitol, and you are represented well by our lobbyists and members' collective efforts.
- ▶ The FRA builds coalitions.... with state agencies and statewide organizations, such as the Florida Brownfield's Association, Florida Chapter of the American Planning Association and International Council of Shopping Centers, the Florida League of Cities, and Florida Association of Counties, Florida Main Street.
- ▶ The FRA compiles and collects...statewide data and other reports that prove the success of Florida redevelopment, locally and statewide.

Redevelopment Assistance Program (RAP)

- ▶ The FRA is your technical assistance team
- ▶ They bring in experts to speak at commission meetings or make presentation to boards, residents, staff or businesses
- ▶ Everyone hears the same thing at the same time, informal and interactive
- ▶ Follow up provided
- ▶ Customized to your needs

Measuring Members' Success

- The FRA is proving the economic success of members' efforts
- Fiscal Impact Study 2013 online is a great model
- Ask for help – no wheel re-creation please!
- Share YOUR methodology and results with us
- Sometimes, it is just about the money, and not the merit



Communicating Successes

“Winking in the Closet?”

- The FRA is committed to helping you tell your story well!
- This can be the hardest part of your job
- How, when, and what you say
- Who “says it” is important
- What is not said can hurt you
- Today there are so many inexpensive conduits
- Share and discuss successful techniques online



Professional Development

- ▶ Annual Conference networking is invaluable
- ▶ Create alliances with peers
- ▶ Volunteering increases knowledge of other programs
- ▶ Participate in the online member section (Ask your questions there)
- ▶ Hosting local regional events
- ▶ Bet you did not know a redevelopment academy exists!



FRA Redevelopment Academy

FRA-RA™ FRA-RP™



- ▶ Only place to get a degree in downtown redevelopment
- ▶ *FRA-RA* or *FRA-RP* is the name of the official designation
- ▶ Courses may be taken outside designation track
- ▶ Auditing courses is acceptable
- ▶ Five courses total and building each year
- ▶ Locations central and at Annual Conference
- ▶ Registration forms, application and rules online



Get Involved...

Volunteer and Engage Online

- ▶ Redevelopment Academy
- ▶ Membership
- ▶ Legislative
- ▶ Annual Conference
- ▶ Post and Respond on member's only section
- ▶ Web passwords provided upon request



myFRA
MEMBERS-ONLY
NETWORK SITE
[LOGIN HERE](#)

www.redevelopment.net

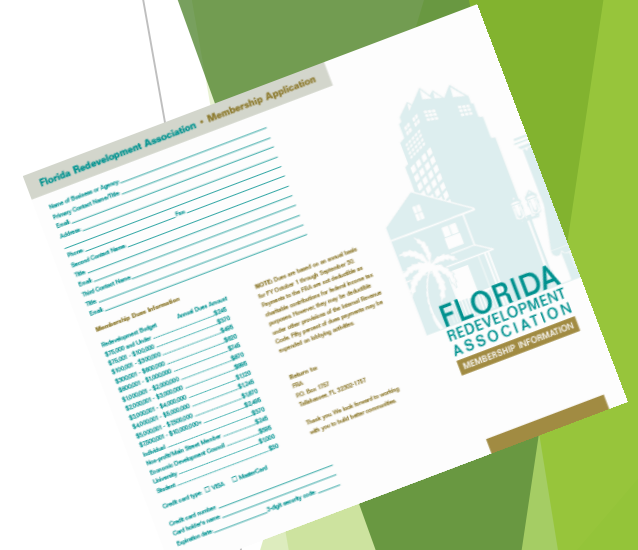
LOTS of info you can use...

- ▶ News clips/posts statewide each day
- ▶ RFP Service – list it with us
- ▶ Job Forum – list with us, all over state
- ▶ Members section – conversation/information
- ▶ Technical assistance, compliance, data, resources, grants, financial, legal and more



Become a Member!

- ▶ Membership dues are on a sliding scale based on your redevelopment budget
- ▶ To download a membership application go to <http://redevelopment.net/membership/>
- ▶ Dues deadline is October 1st.
- ▶ Please do your best to submit payment prior to conference! (Proof of payment for annual dues will be required to obtain your member discount if registering for Conference.)
- ▶ Contact Jan Piland at jpiland@flcities.com with membership or dues questions



The image shows a sample of the Florida Redevelopment Association Membership Application form. The form includes fields for personal and business information, a sliding scale membership dues table, and a section for payment and contact details. The Florida Redevelopment Association logo is visible in the top right corner of the form.

Redevelopment Budget	Annual Dues Amount
\$25,000 and Under	\$250
\$25,000 - \$50,000	\$500
\$50,000 - \$100,000	\$750
\$100,000 - \$250,000	\$1,000
\$250,000 - \$500,000	\$1,250
\$500,000 - \$1,000,000	\$1,500
\$1,000,000 - \$2,500,000	\$1,750
\$2,500,000 - \$5,000,000	\$2,000
\$5,000,000 - \$10,000,000	\$2,250
\$10,000,000 - \$25,000,000	\$2,500
\$25,000,000 - \$50,000,000	\$2,750
\$50,000,000 - \$100,000,000	\$3,000
\$100,000,000 and Over	\$3,250

Questions?

Please use the Q & A section of your docking station on your computer screen to submit your question.

The FRA is...

***ALL Things Redevelopment
and
YOUR Association!***

***Send us your ideas, needs,
suggestions...***

Meet Your Board

PRESIDENT

Jeremy Earle

TREASURE COAST REGION

Executive Director, ASLA, AICP
Dania Beach CRA

PAST PRESIDENT

Steve Lindorff

NORTHEAST REGION

Agency Administrator
CRA, City of Jacksonville Beach

PRESIDENT ELECT

Gus Gianikas

EAST CENTRAL REGION

Assistant Director, Planning & Dev. Dept.
City of Mount Dora

TREASURER

Diane Colonna

TREASURE COAST

Executive Director, Delray Beach CRA

ELECTED OFFICIALS

Joy Cooper

SOUTH REGION

Mayor, City of Hallandale Beach

Eric Haynes

SOUTH REGION

Commissioner, City of Lauderdale Lakes

DIRECTORS

Courtney Barker

EAST CENTRAL

City Manager, City of Satellite Beach

Christine Burdick

TAMPA BAY REGION

President, Tampa Downtown Partnership

Kevin Crowder, CEC

SOUTH REGION

Redevelopment Management Associates

Brenna Durden

NORTHEAST REGION

Attorney, Lewis, Longman & Walker, P.A.

Michael English, AICP

TAMPA BAY REGION

Principal Planner, BCC Engineering, Inc.

Jeanette Fenton

TAMPA BAY REGION

Urban Development Manager
City of Tampa, Drew Park CRA

Marjorie Ferrer

TREASURE COAST REGION

Executive Director, Delray Beach DDA

Sherod Halliburton

TAMPA BAY

President, Manatee Community Federal Credit Union

Gail Hamilton

EAST CENTRAL

Marc Kleisley

TREASURE COAST REGION

Senior Project Manager, Burkhardt Construction, Inc.

Peter Moore

EAST CENTRAL REGION

Manager, Budget & Performance Measurement
City of Winter Park, CRA

Michael Parker

APALACHEE REGION

Director, Economic and Community Development
City of Tallahassee, CRA

Toni Shamplain

WEST FLORIDA REGION

Program Manager, City of Panama City, Downtown North CRA

Rick Stauts

SOUTH FLORIDA REGION

Executive Director, City of Florida City, CRA





Meet Your Staff

Carol Westmoreland, Executive Director

cwestmoreland@flcities.com

(850) 701-3608



Jan Piland, Executive Assistant

jpiland@flcities.com

(850) 701-3622



www.redevelopment.net

2014 Florida Redevelopment Association Annual Conference



To register go to www.redevelopment.net