



Redevelopment: Growing Communities and Building Opportunities 2017 ANNUAL CONFERENCE

October 18-20, 2017 ■ Hilton Daytona Beach at Ocean Walk Village
www.redevelopment.net



LETTER FROM THE PRESIDENT



Michael Parker
2016-17 FRA President

Dear Conference Attendees:

The FRA Board of Directors and I extend you a warm welcome to the **2017 FRA Annual Conference**.

This year's conference includes information on a wide variety of topics which are critical to the continued success of redevelopment in our state. You will have an opportunity to learn from and interact with experts and practitioners covering a wide gambit of redevelopment topics. I want to express my deep appreciation to the members of the Conference Committee, with special thanks to Brenna Durden, who chaired this dynamic group. Also, thank you to our conference sponsors and exhibitors, who's support helped us bring you this outstanding program.

It has been a busy year for the FRA, as we have continued our efforts through the FRA Redevelopment Academy to build and strengthen our profession. We faced serious challenges in the Florida Legislature, and were successful thanks to the support from the FRA membership, state and local elected officials and others who recognize the valuable role which CRA's can play.

We will face challenges in the coming year which will require the complete engagement of the FRA membership. Your Board of Directors will need your help to ensure the continuation of the vital programs which you provide.

It has been a distinct honor to serve as your president for the last year. Community redevelopment agencies continue to play a vital role meeting the needs of our citizens. As I review the various programs and projects which CRA's support, it reinforces my belief that redevelopment is a tool for positive change. I commend all of you that work each day to bring improvements and services to your communities.

I wish to thank my fellow FRA Board members and the FRA Staff for all their support during my time as your president. I also want to thank our partner the Florida League of Cities, which continues to provide support and assistance to our efforts.

Sincerely,

A handwritten signature in black ink that reads "Michael Parker".

Michael Parker
FRA President

CONFERENCE AT A GLANCE

TUESDAY - OCTOBER 17, 2017

- 3:00 p.m. **Board of Directors Meeting**
Coquina GH
- 5:45 p.m. **Early Bird and New Member Get Together**
McCoy's Rum Bar

WEDNESDAY - OCTOBER 18, 2017

- 7:30 a.m. **Coffee at Registration**
Coquina Pre-Function North
- 7:30 a.m. **Registration Desk Open**
Coquina Pre-Function North
- 7:45 a.m. **Mobile Tours**
North Tower Lobby Entrance
- 8:00 a.m. **CRA Board Training**
Ponce de Leon
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**
Coquina DE
- 11:00 a.m. **Exhibit Hall Open**
Coquina DE
- 12:45 p.m. **Welcome Plenary Session and Keynote Presentation**
Coquina ABC
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 2:15 p.m. **Understanding Bank CRAs for Florida's CRAs**
Coquina F
- 2:15 p.m. **Paving Your Way to Redevelopment**
Coquina G
- 2:15 p.m. **Integrating Light Manufacturing**
Coquina H
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 3:30 p.m. **2018 Legislative Outlook for CRAs**
Coquina F
- 4:30 p.m. **Using CRAs to Support Post Storm Recovery**
Coquina F
- 6:00 p.m. **Reception in the Exhibit Hall**
Coquina DE

THURSDAY - OCTOBER 19, 2017

- 7:00 a.m. **Registration Desk Open**
Coquina Pre-Function North
- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**
Coquina DE
- 7:00 a.m. **Exhibit Hall Open**
Coquina DE
- 8:00 a.m. **Hospitals, Healthcare and Redevelopment**
Coquina F
- 8:00 a.m. **Brownfields Redevelopment as a Catalyst**
Coquina G
- 8:00 a.m. **Redevelopment Tales from the Trenches**
Coquina H
- 9:15 a.m. **Forging Bank Partnerships for the Success of Your CRA**
Coquina F

- 9:15 a.m. **Doing Well by Doing Good: Using Water Quality Improvement in Redevelopment Projects**
Coquina G
- 9:15 a.m. **Economic Success Using Branding, Marketing and Social Outreach**
Coquina H
- 10:15 a.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 10:30 a.m. **Creating Destination Playgrounds by Leveraging Both Public and Private Funding**
Coquina F
- 10:30 a.m. **CRA Master Planning: A Story of Two Communities from Vision to Implementation**
Coquina G
- 10:30 a.m. **CRA Extension: A Small Town Experience**
Coquina H
- 11:30 a.m. **Luncheon in the Exhibit Hall**
Coquina DE
- 1:00 p.m. **Plenary Session and Keynote Presentation**
Coquina ABC
- 2:15 p.m. **Refreshment Break**
Coquina Pre-Function North
- 2:30 p.m. **Who's Hungry: The Food Industry and Community Development**
Coquina F
- 2:30 p.m. **Engaging the Underserved Community**
Coquina G
- 2:30 p.m. **Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!**
Coquina H
- 3:30 p.m. **Refreshment Break**
Coquina Pre-Function North
- 3:45 p.m. **Selling City Property as a Catalyst for Redevelopment**
Coquina F
- 3:45 p.m. **Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration**
Coquina G
- 3:45 p.m. **Community Partners for Workable Visionary Projects**
Coquina H
- 6:30 p.m. **Awards and Academy Graduation Dinner**
Coquina ABC

FRIDAY - OCTOBER 20, 2017

- 7:30 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**
Coquina D
- 10:30 a.m. **Plenary Session and Keynote Presentation**
Coquina F
- 12:00 p.m. **Adjourn**

SPECIAL THANKS

EVENT SPONSORS

Burkhardt Construction, Inc.
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GOLD SPONSORS

Calvin, Giordano & Associates, Inc.
GAI Consultants/Community Solutions Group
S&ME, Inc.



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Cardno, Inc.
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PNC Bank
Southeast Overtown/Park West CRA
Terracon Consultants, Inc.



EXHIBITOR AND SPONSOR LISTING

Please thank these sponsors and exhibitors for their support of the FRA!

Burkhardt Construction, Inc. -

Booth #15, Event Sponsor

(561) 659-1400

Contact: Marc Kleisley

marc@burkhardtconstruction.com

Website: www.burkhardtconstruction.com

Construction management and design build services for streetscape and public space beautification projects.

Calvin, Giordano & Associates, Inc. -

Booth #14, Gold Sponsor

(954) 921-7781

Contact: Shelley Eichner

seichner@cgasolutions.com

Website: www.cgasolutions.com

A comprehensive approach to building code services, engineering, government services, landscape architecture, planning and surveying.

Cardno, Inc. - Booth # 22, Silver Sponsor

(727) 423-1587

Contact: Miles Ballogg

miles.ballog@cardno.com

Website: www.cardno.com

A professional, infrastructure and environmental services company delivering sustainable solutions around the world.

Chen Moore and Associates - Booth #1

(954) 730-0707

Contact: Peter Moore, P.E.

pmoore@chenmoore.com

Website: www.chenmoore.com

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

Cyclone Lighting - Booth #8

(514) 264-5167

Contact: Eric Ladouceur

eladouceur@cyclonelight.com

Website: www.cyclonelight.com

Outdoor deco functional lighting solutions to the municipal, commercial, institutional and utility markets.

FINFROCK - Booth #25

(407) 293-4000

Contact: Gail Kroll

gkroll@finfrock.com

Website: www.finfrock.com

Vertically integrated design-builder delivering buildings as a product rather than a series of services.

Florida Community Loan Fund - Booth #11, Silver Sponsor

(407) 246-0846

Contact: Nelson Black

info@fclf.org

Website: www.fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

Florida League of Cities - Booth #6

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

Website: www.floridaleagueofcities.com

Nationwide leader of service to local government.

FRA Redevelopment Academy -

Foyer

(850) 701-3622

Contact: Jan Piland

jpiland@flcities.com

Website: www.redevelopment.net

A unique educational program, designed to promote a prerequisite level of knowledge and professionalism in the field of community redevelopment. The courses are open to anyone interested in learning more about redevelopment practice in Florida.

GAI Consultants/Community Solutions Group - Booth #30, Gold Sponsor

(321) 319-3133 o- (407) 423-8398

Contact: Tom Kohler

t.kohler@gaiconsultants.com

Website: www.gaiconsultants.com/
communitysolutions

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning and economics.

Lewis, Longman & Walker, P.A. - Silver Sponsor

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: www.llw-law.com

Legal services: Redevelopment, Environmental, Land Use, Permitting, Zoning, Real Estate.

EXHIBITOR AND SPONSOR LISTING

Neighborhood Lending Partners - Booth #19

(813) 879-4525
Contact: Debra Reyes
dreyaer@nlp-inc.com
Website: www.nlp-inc.com
Flexible innovative financing and services to create inclusive and sustainable neighborhoods.

Neighborly Software - Booth #23

(703) 864-7231
Contact: Jason Rusnak
jason.rusnak@neighborlysoftware.net
Website: www.neighborlysoftware.com
Hosted software that automates the enrollment, administration and reporting of housing, economic and community development programs.

Playmore Recreational Products and Services - Booth #16

(239) 340-8184
Contact: Luke Russell
info@playmoreonline.com
Website: playmoreonline.com
Playground and park equipment.

PNC Bank - Silver Sponsor

(561) 803-9946
Contact: Monclaud Nestor
monclaud.nestor@pnc.com
Website: www.pnc.com
Community development lending and investments, financial education.

R B Oppenheim Associates - Booth #7

(850) 386-9100
Contact: Jessie Johnson
jjohnson@rboa.com
Website: www.rboa.com
Public Relations, Marketing, Social Media and Web Design.

RMA - Booths #13, 18

(954) 695-0754
Contact: Kim Briesemeister
kim@rma.us.com
Website: www.rma.us.com
Full service economic development, planning, redevelopment firm providing staffing and consulting.

Related Companies - Booth #29, Event Sponsor

(646) 483-6984
Contact: Gopal Rajegowda
grajegowda@related.com
Website: www.related.com
Developer.

S&ME, Inc. - Booth #12, Gold Sponsor

(407) 975-1273
Contact: John Jones
jjones@smeinc.com
Website: www.smeinc.com
Formerly Littlejohn, an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture.

Southeast Overtown/Park West CRA - Booth #3, Silver Sponsor

(305) 679-6800
Contact: Jonelle Adderley
jadderley@miamigov.com
Website: www.seopwcia.com
Community redevelopment agency.

Stantec - Booth # 24

(813) 223-9500
Contact: Neale Stralow
neale.stralow@stantec.com
Website: www.stantec.com
Full service national A/E/P design firm with offices throughout Florida.

Sternberg Lighting - Booth #17

(815) 341-2275
Contact: Mark Dean
mdean@sternberglighting.com
Website: www.sternberglighting.com
Decorative and functional outdoor pole mounting lighting fixtures.

STR Grants, LLC - Booth #9

(773) 209-8552
Contact: Brian White
brian.white@STRLLC.com
Website: www.STRLLC.com
eProperty Plus and eGrants software support community revitalization and disaster recovery programs.

Terracon Consultants, Inc. - Booth #20, Silver Sponsor

(813) 321-0311
Contact: Judi Weaver
Judi.weaver@terracon.com
Website: www.terracon.com
Engineering firm providing environmental consulting, geotechnical engineering, materials testing and facilities services.

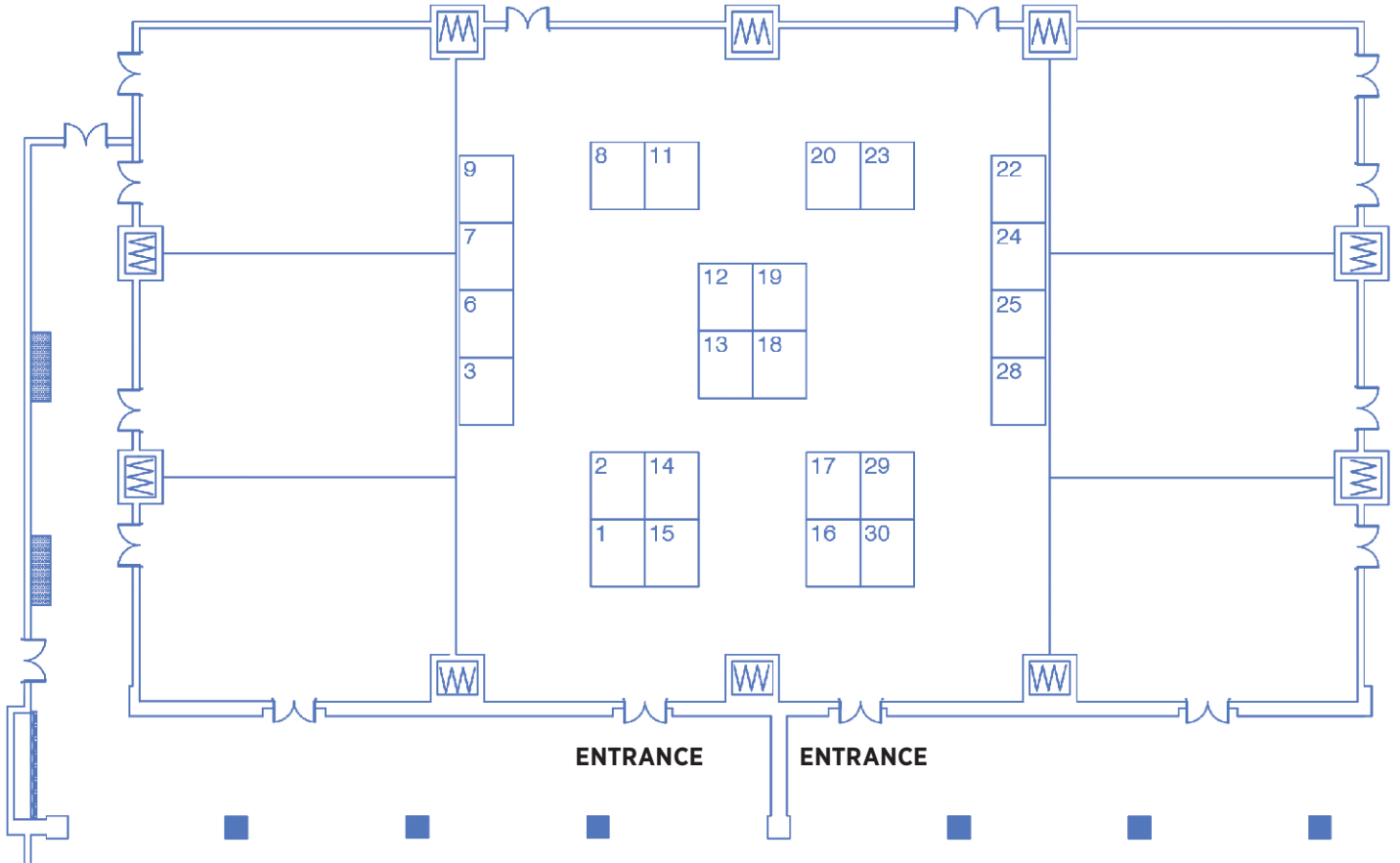
Underground Refuse Systems, Inc. - Booth #2

(407) 944-9000
Contact: Jay Wheeler
jay@undergroundrefuse.com
Website: www.undergroundrefuse.com
Underground solid waste containment and collection system. Saves space, aesthetically pleasing, much cleaner.

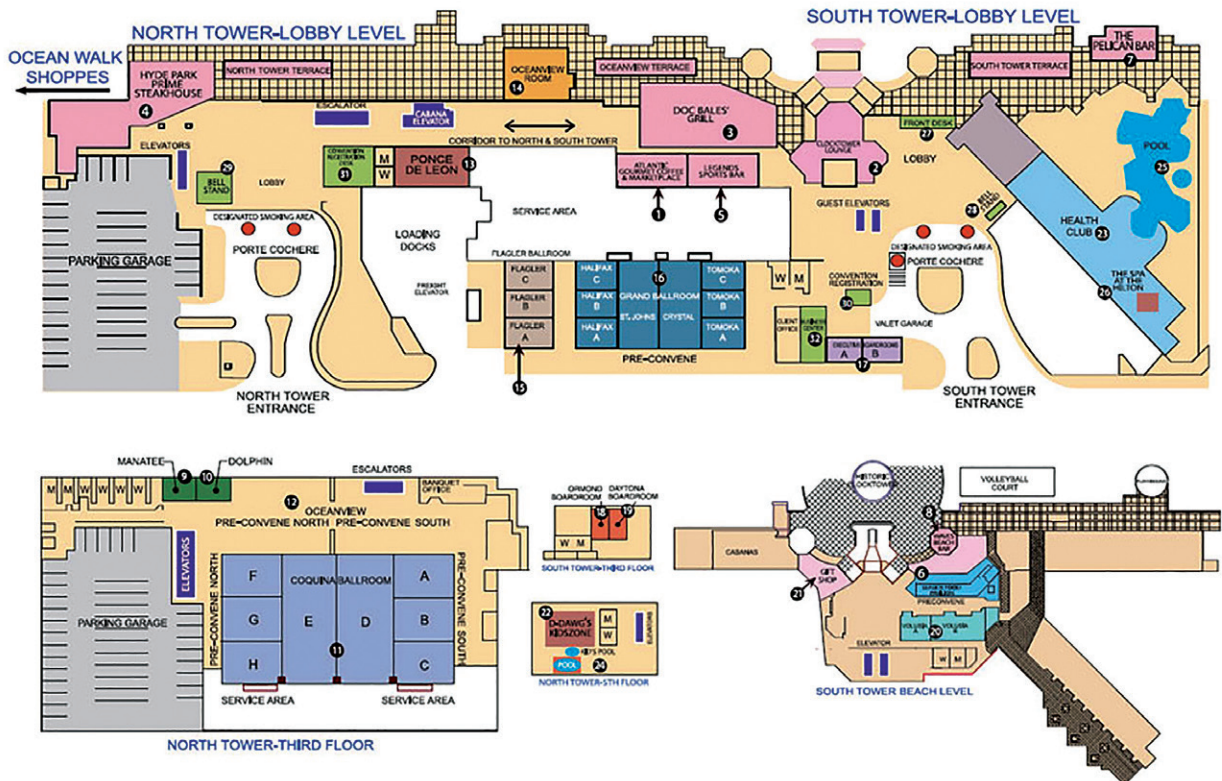
The Weitz Company - Booth #28

(954) 505-2087
Contact: Amy Buchar
amy.buchar@weitz.com
Website: www.weitz.com
Construction manager, general contractor, design builder.

EXHIBIT HALL FLOORPLAN



HILTON DAYTONA BEACH AT OCEAN WALK VILLAGE



GENERAL INFORMATION

WELCOME to the 2017 Annual Conference of the Florida Redevelopment Association!

CONFERENCE LOCATION

Hilton Daytona Beach Resort/Ocean Walk Village
Daytona Beach, Florida

REGISTRATION DESK HOURS

Wednesday, October 18 7:30 a.m. – 6:00 p.m.
Thursday, October 19 7:00 a.m. – 3:00 p.m.

REGISTRATION PACKAGES

Three-day registration includes all workshops and meals scheduled during the conference.

One-day registrations include workshops and meals scheduled for that day only.

Note that the mobile tours and CRA board training are **not** included with any package and must be purchased separately. Students and guests, exhibitors and sponsors may attend the sessions without registering. However, meals, including breaks and receptions, are not included. *If you would like to purchase tickets to meals, including breaks and receptions, please visit the registration desk. * Name badges must be worn to gain access to all conference events.*

*ADDITIONAL TICKETS

Additional tickets for all meals may be purchased at the FRA conference registration desk.

WIRELESS ACCESS

Username: FRAAC Password: CRASRULE

CONTINUING EDUCATION CREDITS



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.

International Economic Development Council



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).

Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

- 28** General CLE Credits
- 21** Business Litigation
- 28** Government Law
- 28** Real Estate
- 28** Government and Administrative Practice Certification Credits

CONFERENCE COMMITTEE

Many thanks to these individuals and their organizations for helping to make this conference possible!

COMMITTEE CHAIR

Brenna Durden, Lewis, Longman and Walker, P.A.

COMMITTEE MEMBERS

April Atkins, AICP, FDIC

Miles Ballogg, Cardno, Inc.

Reed Berger, Daytona Beach CRA

Jeff Burton, City of Palmetto CRA

Kevin Crowder, CEcD, RMA

Lynn Dehlinger, TAG LLC

Jeremy Earle, City of Hallandale Beach

Marjorie Ferrer, Responsible Hospitality Institute

Gail Hamilton, Zephyrhills CRA

Renee A. Jadusingh, City of Miami CRA

Tom Kohler, Community Solutions Group

John Jones, S&ME, Inc.

Tony Otte, New Smyrna Beach CRA

Adam Rossmell, Burkhardt Construction, Inc.

Leigh Scrabis, Fort Myers CRA

Patty Rippey, City of South Daytona

Ken Thomas, City of Leesburg

Brenda Thrower, Ybor City CRA

SCHEDULE OF EVENTS

TUESDAY - OCTOBER 17, 2017

FRA Board of Directors Meeting

3:00 p.m. – 6:00 p.m.

Coquina GH

This meeting is open to all FRA members.

Early Bird/New Member Orientation

5:45 p.m. – 7:00 p.m.

McCoy's Rum Bar

New to redevelopment, or the FRA? We want to welcome you, and encourage you to pop in to say hello. This is a casual atmosphere, and there will be plenty of information about the program and how to best take full advantage of opportunities. Feel free to bring your significant others, and anyone interested in the conference or learning more about the FRA! (*cash bar*)

WEDNESDAY - OCTOBER 18, 2017

Registration Desk Open

7:30 a.m. – 6:30 p.m.

Coquina Pre-Function North

Coffee at Registration

7:30 a.m. – 9:00 a.m.

Coquina Pre-Function North

Mobile Tour – Daytona International Speedway and One Daytona Mixed Use Project

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m. and will depart at 8:00 a.m. sharp.

This TIF-inspired deal with the Speedway and One Daytona included gutting the old track and stands and tearing down a former GE plant. The redevelopment of these parcels revitalized the former blight and created a venue that attracts more economic development dollars than ever before. This tour is also an opportunity to explore the 2.5-mile, world renowned International Speedway from a variety of vantage points, including a ninety-minute VIP tour that ends at the new NASCAR museum. We will also visit the new Motorsports Hall of Fame of America, showcasing spectacular displays. Learn how this world-class facility continues to be an engine for redevelopment and tourism in the CRA, the city, the county and the state.

Tour Guide: **Reed Berger**, AICP, City of Daytona Beach
Redevelopment Director

CM | 3.0

Mobile Tour – South Daytona CRA and New Smyrna Beach Commercial Corridor Streetscapes and Undergrounding of Utilities

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m. and will depart at 8:00 a.m. sharp.

We will showcase some ambitious and successful CRA funded projects: A main commercial corridor re-envisioned with the undergrounding of utilities and extensive landscaping; and two declining historic commercial areas with numerous underutilized and vacant properties now completely revitalized through a menu of CRA programs. The project managers will be on hand to share the total picture, from concept to program development, complete with false starts and challenges. South Daytona officials will share how they used CRA, federal and state grants to make upgrades and improvements otherwise not possible. New Smyrna Beach's numerous projects will be explained in detail, from the project RFPs, to large and small grants, to partnerships for neighborhood revitalization. We will also give you digital access to "before and after" on this tour, so don't forget to have a device on hand with internet access!

Tour Guides: **Tony Otte**, CRA/Economic Development Director, City of New Smyrna Beach and **Patty Rippey**, Redevelopment Director, City of South Daytona

CM | 3.0

CRA Board Training

8:00 a.m. – 11:00 a.m.

Ponce de Leon

Separate registration of \$25 per person is required and pre-registration is recommended.

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

CM | 3.0

CM | 1.5 | Law

Instructors: **Clifford B. Shepard**, General Counsel, Florida Redevelopment Association; and **Carol Westmoreland**, Executive Director, Florida Redevelopment Association

SCHEDULE OF EVENTS

WEDNESDAY – OCTOBER 18, 2017 CONTINUED

Welcome Luncheon in the Exhibit Hall

11:00 a.m. - 12:30 p.m.

Coquina DE

Sponsored by *Calvin, Giordano & Associates, Inc.*

Experience 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.

Exhibit Hall Open

11:00 a.m. - 7:30 p.m.

Coquina DE

Welcome Plenary Session and Keynote Presentation

12:45 p.m. - 2:00 p.m.

Coquina ABC



What are Cities For, Anyway?

Keynote Speaker: **Rebecca Ryan**, NEXT Generation Consulting, Inc.

Presiding: **Michael Parker**, FRA President and Director, Community Housing & Human Services, City of Tallahassee

CM | 1.25

Refreshment Break in the Exhibit Hall

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

Coquina DE

Sponsored by *Florida Community Loan Fund*

Exhibitor door prizes will be drawn during this break.

You must be present to win!

Understanding Bank CRA for Florida's CRAs

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

Coquina F

Learn about the Community Reinvestment Act (CRA), and how city and county CRAs can partner with banks to meet community development needs. Examples of economic development, small business support, affordable

housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Community Reinvestment Act and understanding about how Community Redevelopment Areas can use their plan goals and objectives to partner on redevelopment projects.

CM | 1.0

Speakers: **April A. Atkins**, AICP, Community Affairs Specialist, Federal Deposit Insurance Corp.; and **Lisa Mifflin**, CRCM, District Community Affairs Officer, Office of the Comptroller of the Currency

Paving Your Way to Redevelopment

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

Coquina G

This session will explain the jargon, pros and cons, and costs of hardscape materials used in a variety of construction projects. Through videos, poster boards and slides, we will compare and contrast Florida projects for what is involved in each and what level of investment was made in its installation. Finally, we will discuss general pitfalls and lessons learned from all of the above.

CM | 1.0

Speaker: **Adam Rossmell**, Burkhardt Construction, Inc.

Integrating Light Manufacturing

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

Coquina H

New manufacturing in urban areas is adding jobs and tax revenue. Light manufacturers such as ice cream and chocolate makers, custom cabinetry makers and craft beer breweries are attracted by the live, work, play model for neighborhood change. Redevelopment can support the permitting of districts that allow light manufacturing to coexist with residential, commercial and entertainment venues.

CM | 1.0

Moderator: **Patty Rippey**, Redevelopment Director, City of South Daytona

Speakers: **Rebecca Grohall**, City of Fort Pierce CRA; and **Jeffrey Costello**, FRA-RA, City of Delray Beach CRA

Refreshment Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.

Coquina DE

Sponsored by *Terracon Consultants, Inc.*

SCHEDULE OF EVENTS

Exhibitor door prizes will be drawn during this break.

You must be present to win!

2018 Legislative Outlook for CRAs

3:30 p.m. – 4:15 p.m.

Coquina F

Presiding: **Michael Parker**, FRA President, Director, Community Housing and Human Services, City of Tallahassee

The politics of community redevelopment agencies have kept us very busy over the past year. Notwithstanding proof that they are immensely successful, the debates continue in the legislature. Is the fight over money, merit, control or all three? We will review bills and legislative action for the 2018 session.

Using CRAs to Support Post Storm Recovery

4:30 p.m. – 5:45 p.m.

Coquina F

We will cover and discuss tools to support using locally generated resources to address problems faced by our cities, counties and their residents in the aftermath of Irma. CRA's (Community Redevelopment Agencies) can assist in the initial needs such as demolition, debris removal, and other temporary needs. Your CRA can provide these resources immediately, and more long term, use inter-local agreements and plan amendments. We will provide access to sample documents, plans and other resources, and you are welcome to share what you are doing with the group, or what your needs are in this session.

CM | 1.5

Moderator: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

Panelists: **Jason Jeffries**, Project Manager, City of Daytona-Beach CRA; **Clifford B. Shepard**, General Counsel, Florida Redevelopment Association; and **Sarah Vidal-Finn**, CRA Director, Gainesville CRA

Exhibit Hall Reception

6:00 p.m. - 7:30 p.m.

Coquina DE

Sponsored by Related Companies and Burkhardt Construction, Inc.

We will provide you with ample sustenance and *great opportunities* for professional networking! Great partnerships and results come about from a continual exchange of

information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards for daily gift drawings.

THURSDAY - OCTOBER 19, 2017

Registration Desk Open

7:00 a.m. – 3:00 p.m.

Coquina Pre-Function North

Continental Breakfast in the Exhibit Hall

7:00 a.m. - 8:00 a.m.

Coquina DE

Sponsored by GAI Consultants/Community Solutions Group

Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Coquina DE

Hospitals, Healthcare and Redevelopment

8:00 a.m. – 9:00 a.m.

Coquina F

While some healthcare services are being decentralized, hospitals remain visible and important centers of economic development. Members will learn about the forces leading to larger footprints, vacated facilities and strategies for incorporating these in local plans.

CM | 1.0

Moderator: **Owen Beitsch**, PhD, Senior Director, Community Solutions Group

Speakers: **Tom Kohler**, Senior Director, Community Solutions Group; and **Pete Sechler**, Senior Director, Community Solutions Group

Brownfields Redevelopment as a Catalyst

8:00 a.m. – 9:00 a.m.

Coquina G

This session provides real world examples and advice on using federal, state and local brownfields resources to couple with CRA projects. These support a broad range of projects including mixed-use redevelopment, open/green space and economic development projects.

CM | 1.0

Moderator: **Miles Ballogg**, Brownfields Practice Leader, Cardno Inc.

SCHEDULE OF EVENTS

THURSDAY - OCTOBER 19, 2017 CONTINUED

Speakers: **Jeff Burton**, Director, Palmetto CRA; **Ed Johnson**, Manager, East Tampa CRA, City of Tampa; and **Mark Mulligan**, P.G. Environmental Department Manager, Terracon; **Charles Ray**, PPM Consultants; and **Michael Sznajstajler**, Florida Brownfields Association President, and Partner, Cobb Cole P.A.

Redevelopment Tales from the Trenches

8:00 a.m. – 9:00 a.m.

Coquina H

Redevelopment professionals will present two case studies regarding real world examples of CRA projects. We will showcase the lessons learned and transferable information that may be used by other redevelopment practitioners.

CM | 1.0

Moderator: **John M Jones**, AICP, FRA-RP, Project Manager, S&ME

Speakers: **George Kramer**, AICP, Director of Planning, S&ME; **Nicole Travis**, CRA Executive Director, City of Lakeland CRA

Forging Bank Partnerships for the Success of Your CRA

9:15 a.m. – 10:15 a.m.

Coquina F

Financial Institutions including banks and Community Development Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with panelists on specific opportunities in their CRAs and learn about redevelopment best practices from our panelists. This session is a follow-up to “Understanding Bank CRA for Florida’s CRAs”. Instead of lectures in this session, we will host a facilitated audience participation format.

CM | 1.0

Moderator: **April A. Atkins**, AICP, Community Affairs Specialist, FDIC

Presenters: **Janet Hamer**, Vice President, Community Development Manager, TD Bank; **Iris Jones**, Vice President - Community Reinvestment Officer, Seacoast Bank; **Monclaud Nestor**, Vice President, Relationship Manager, PNC Bank, and **Rich Rollason**, Development Officer, Florida Community Loan Fund

Doing Well by Doing Good: Using Water Quality Improvements in Redevelopment Projects

9:15 a.m. – 10:15 a.m.

Coquina G

We will share a case study of how a city and a CRA partnered on water quality projects that benefit the environment and encourage redevelopment. Regulations to restore water quality in Florida can act as barriers to the redevelopment of obsolete projects. Water quality enhancement projects help meet current standards and encourage new development and land uses as part of the redevelopment plan. The case study projects resulted in a water amenity downtown and a nutrient credit bank that eases permitting for redevelopment.

CM | 1.0

Speakers: **Katherine R. English**, Partner, Pavese Law Firm; **Saeed Kazemi**, P.E., City Manager, City of Fort Myers; and **Leigh Scrabis**, CRA Executive Director, City of Fort Myers

Economic Success Using Branding, Marketing and Social Outreach

9:15 a.m. – 10:15 a.m.

Coquina H

Branding is more than marketing. And what is the “night time” economy? It is so important to incorporate as many aspects of a campaign as you can. They are all key economic drivers of urban revitalization and development, and there are many inexpensive ideas that we will share. Learn how cities nationwide have invested in entertainment, branding and marketing programs. What is new and exciting- and what works? This session explores the best building blocks of support for economic success.

CM | 1.0

Moderator and Presenter: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA

Presenters: **Marjorie Ferrer**, Project Associate, Responsibility Hospitality Institute; and **Charles Rudd**, CRA Manager, City of Maitland

Refreshment Break in the Exhibit Hall

10:15 a.m. – 10:30 a.m.

Coquina DE

Sponsored by Lewis, Longman & Walker, P.A. and Southeast Overtown/Park West CRA

Exhibitor door prizes will be drawn during this break.

You must be present to win!

SCHEDULE OF EVENTS

Creating Destination Playgrounds by Leveraging Both Public and Private Funding

10:30 a.m. – 11:30 a.m.

Coquina F

This session will share a successful model that was used by the City of Jacksonville and its citizens. By leveraging both public and private resources, they were able to create an inclusive, modern destination playground that galvanized an entire community in both giving and play.

CM | 1.0

Moderator: **Daryl Joseph**, Director of the Parks, Recreation and Community Services, City of Jacksonville

Speakers: **Kim Clontz**, Charitable Giving Professional and Community Rainmaker; **Stacy Moseley**, CPSI, Playground Designer for Kompan Playgrounds; and **John Zell**, VP of Development, The Community Foundation for Northeast Florida

CRA Master Planning: A Story of Two Communities From Vision to Implementation

10:30 a.m. – 11:30 a.m.

Coquina G

An innovative master plan is an essential tool for all successful CRAs. Learn how two communities developed an exceptional vision and are bringing it to fruition. Collaborate in a workshop format to develop implementation strategies while learning state-of-the-art community engagement techniques.

CM | 1.0

Moderator: **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF

Speakers: **Marie Dauphinais**, Director of Planning & Re-development, City of Oldsmar; **JoAnne Fiebe**, Assistant Research Professor, Florida Center for Community Design and Research, USF; and **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF

CRA Extension: A Small Town Experience

10:30 a.m. – 11:30 a.m.

Coquina H

The High Springs CRA was set to expire in December 2016. We will present a case study of the unique challenges faced by a small town CRAs as it relates to CRA modifications and extensions. We will discuss what went well and what didn't, the steps necessary for all CRA extensions, and how intergovernmental relationships need to be fostered and maintained before, during and after a CRA extension.

CM | 1.0

Speakers: **Courtney Johnson**, CRA Attorney, High Springs CRA; and **Amanda Arnold Rodriguez**, MPA, Executive Director, City of High Springs CRA

Luncheon in the Exhibit Hall

11:30a.m. – 1:00p.m.

Coquina DE

Sponsored by S&ME, Inc.

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break.

(And, yes, you must be present to win!)

Plenary Session and Keynote Presentation

1:00 p.m.-2:15 p.m.

Coquina ABC



“Constructive Conversations to Build Community Collaboration”

Keynote Speaker: **Lenora Billings-Harris**, CSP

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

CM | 1.25

Refreshment Break

2:15 p.m. – 2:30 p.m.

Coquina Pre-Function North

Sponsored by PNC Bank

Who's Hungry: The Food Industry and Community Development

2:30 p.m.-3:30 p.m.

Coquina F

The food industry is a key component of cultural tourism and economic development. This session will explore means and methods CRAs can employ to attract restaurants and other elements of the food industry to help your community redevelopment efforts thrive. Speakers will present case studies from successful restaurant/food industry initiatives. Attendees can use these examples as models for efforts they may want to employ in their CRAs.

CM | 1.0

SCHEDULE OF EVENTS

THURSDAY - OCTOBER 19, 2017 CONTINUED

Moderator: **Renée A. Jadusingh**, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA

Speakers: **Emily Marcus**, City of Pompano Beach CRA; **Kathleen Margoles**, Oakland Park; and **Clarence E. Woods, III**, Executive Director for the Southeast Overtown/Park West CRA

Engaging the Underserved Community

2:30 p.m. – 3:30 p.m.

Coquina G

Working in traditionally underserved communities is often articulated as a priority for local governments. However, projects can only bring real-life benefits when you directly reach out to the community. Our panel will discuss how to effectively engage the underserved community to get direction and productive results. We will explore ways to deal with negativity, achieve support, implement effective methods and programs, and learn from experience. Participants will walk away with a “real talk” understanding of how to include and engage the underserved communities.

CM | 1.0

Moderator: **Ken Thomas**, MPA, Director of Housing & Redevelopment, City of Leesburg

Panelists: **James Benderson**, Executive Director, Town of Eatonville CRA; **Dr. Julian Chambliss**, Professor of History, Rollins College; **Scott Evans**, AICP, Executive Director, City of Riviera Beach CRA; **Greg Jackson**, Attorney and General Counsel, Town of Eatonville CRA; and **Belinda Williams-Collins**, AICP, Senior Planner, City of Deland

Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!

2:30 p.m. – 3:30 p.m.

Coquina H

The role of entertainment retail especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a “third place” to gather and build community. The International Council of Shopping Centers (ICSC) retail industry experts will focus on the changing concepts in the retail and restaurant market. All the keys you need to attract retail and restaurants to your community will be covered!

CM | 1.0

Moderator: **Lynn Dehlinger**, ICSC Private Sector P3 Florida Chair

Panelists: **David Barilla**, Assistant Director of the Orlando DDB/CRA; and **Kevin Crowder**, CEcD, Director of Economic Development, RMA

Refreshment Break

3:30 p.m. – 3:45 p.m.

Coquina Pre-Function North

Selling City Property as a Catalyst for Redevelopment

3:45 p.m. – 5:15 p.m.

Coquina F

Many cities, counties and CRAs have underutilized properties that could be sold or donated to other parties to achieve the goals of the redevelopment plan. What steps are taken to make it happen? This session will cover in detail eight such transactions: four requests for proposals (RFPs), two bid processes and two property donations by the City of New Smyrna Beach in the past eight years. These eight transactions are for a variety of project types: three commercial projects, three residential projects, one mixed-use project and one to a nonprofit organization providing an important community service. The presentation will include how to approach the marketing of the property, specifics for structuring an RFP and the negotiated contract, as well as using the bid process.

CM | 1.0

Speakers: **Donna M. Gray-Banks**, Community Resource Coordinator, City of New Smyrna Beach and Co-Chair, FBA Environmental Justice Committee; **Tony Otte**, CEcD, FRA-RA, CRA/Economic Development Director and FRA Board Member, City of New Smyrna Beach; and **Shannon J. Schmidt**, Economic Development and CRA Director, City of Clermont

Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration

3:45 p.m. – 5:15 p.m.

Coquina G

Are you ready to go beyond just talking about bias, sexism, racism and other “isms”? Are you ready to engage with others within an environment of diversity and inclusion? What does inclusiveness and diversity from a community-building point of view look like? We will learn a constructive technique called **S.T.O.P.** and explore the Transformational Diversity Management Principles, based on the work of Lenora Billings-Harris, CSP, that explain the relationship of unconscious bias on our actions. This is not a lecture. It is a workshop in which you will play an integral part in

SCHEDULE OF EVENTS

sharing and learning. We will discuss issues affecting your community from the perspective of federal, state and local governments. You will leave with tactics and strategies to continue the conversation, leading to collaborative actions.

CM | 1.5

Presented by: **Lenora Billings-Harris**, CSP

Committee Participants: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach; **Toni Shampain**, Panama City, Manager, CRA North; and **Gerald Snell**, Avon Park Southside CRA

Community Partners for Workable Visioning Projects

3:45 p.m. – 5:15 p.m.

Coquina H

A natural and successful match is there for the asking when students, as part of their graduation requirements, help redevelopment projects with their design, data collection or other needs. Usually, the university supervises and monitors outcomes with the public entity. The quality of work, cost savings and versatility of results can benefit our redevelopment programs in ways that would not have been otherwise possible. This session will share the results of student-aided projects in North and Southwest Florida. If your alma mater or local college is not represented, what might they provide through a partnership with your city or county?

CM | 1.5

Moderators: **Jeff Burton**, Director, CRA, City of Palmetto; and **Martha Kohen**, Professor of Architecture, SoA-DCP, Director, Center for Hydro-Generated Urbanism, University of Florida

Speakers: **Students** from the University of Florida and the University of South Florida

Awards and Academy Graduation Dinner

6:30 p.m. – 9:00 p.m.

Coquina ABC

Sponsored by Burkhardt Construction, Inc. and Related Companies

FRIDAY - OCTOBER 20, 2017

Registration Desk Open

7:00 a.m. – 12:00 p.m.

Coquina Pre-Function North

Breakfast, Annual Business Meeting and Awards Showcase

7:30 a.m. – 10:15 a.m.

Coquina D

Continental Breakfast

7:30 a.m.-9:00 a.m.

Annual Business Meeting

8:30 a.m. – 8:45 a.m.

Help us congratulate our new and returning FRA Board members.

FRA Annual Awards Showcase

8:45 a.m. – 10:15 a.m.

Our 2017 winners will make short presentations on their successes, challenges and lessons learned during this “rocket round” of presentations.

CM | 1.0

Moderator: **Gail Hamilton**, FRA Treasurer and CRA Director, City of Zephyrhills

Presenters: **2017 FRA Award Winners**

Plenary Session and Keynote Presentation

10:30 a.m. – 12:00 p.m.

Coquina F



“Remaking Economic Development: The Markets and Civics of Continuous Growth and Prosperity”

Keynote Speaker: **Amy Liu**, Vice President and Director, Metropolitan Policy Program, The Brookings Institution

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

CM | 1.25

Adjourn

12:00 p.m.

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COMMUNITY REDEVELOPMENT AGENCIES



Community redevelopment agencies (CRAs) are incredibly successful tools for breathing new life into communities that have been neglected or forgotten. Their purpose is to eradicate physical blight in its many forms – through local leadership and a publicly vetted redevelopment plan. There are no state or federal monies spent by CRAs. Revenues used by CRAs come from **FUTURE** property value increases in the area – called “increment” because they are incremental increases in value, from year to year.

The redevelopment plan is created by the community and implemented according to that public plan. CRAs are uniquely designed to address our citizens’ specific needs for revitalization. The steady rebirth of a neighborhood, commercial area or community is guided by the citizens of the area through the CRA plan, budget and hearings.

Further, CRAs are **TRANSPARENT**. There are several annual CRA reports required by state law, including independent audits.

While a CRA nurses an area back to health through a strategic blend of redevelopment initiatives, it provides the building blocks for other stakeholders to join in the process. The end result, at the end of the CRA term, is a more vibrant, livable and healthy community for all its citizens. The economy is better, businesses are supported, public areas are safe and clean, and it is a place where people want to take out-of-town guests when they visit.

The **Florida Redevelopment Association (FRA)** looks forward to working with any interested parties to provide information on CRA legal practices, challenges and successes. We are continuously educating members (and anyone interested in community redevelopment) through the academy course and professional certification program, workshops, annual conferences and webinars offering best practices and expert advice. You may visit www.redevelopment.net for more information on how we serve our members and the exceptional work CRAs are doing in Florida.

KEY FACTS:

- » Redevelopment efforts are key to revitalizing housing and commercial areas.
- » Redevelopment supports vital community assets identified by the local community.
- » CRAs are a recurring funding source for infrastructure, crime prevention and business growth.

For further information, contact Carol Westmoreland, FRA Executive Director, at (850) 570-7206, visit www.redevelopment.net, or follow Florida Redevelopment Association on Facebook or @FLRelevel on Twitter.



This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEcD).



This event is recognized by the Florida Bar for CLE credits.

www.redevelopment.net

SAVE THE DATE:

2018 FRA Annual Conference ■ October 23-26, 2018

Sanibel Harbour Marriott Resort and Spa