

THE FLORIDA REDEVELOPMENT ASSOCIATION

2021 ANNUAL CONFERENCE

October 27-29, 2021
Luminary Hotel & Co.
Fort Myers, FL

REGISTRATION INFORMATION

The **2021 Florida Redevelopment Association Annual Conference** will be held in person October 27-29, 2021, at the **Luminary Hotel & Co.** in Fort Myers, FL.

The conference is an opportunity for redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties and community redevelopment agencies/CRAs who have separate, dedicated trust funds that can be spent on redevelopment projects to meet in person. Attendees at the conference will have opportunities to enhance leadership skills, learn from municipal experts, share ideas with peers, discuss strategies for Florida's future and hear about the latest in products and services for redevelopment projects.

Don't miss this opportunity to learn, network and share.

DEADLINES

October 4, 2021 — Hotel reservations cutoff

October 13, 2021 — Conference registration fee increases \$100.00 after 5:00 p.m. on October 13, 2021

#FRA2021

REGISTRATION FEES

Full Registration (10/27-10/29)

Member: \$395.00; Non-member: \$495.00

One Day Registration (10/27 or 10/28)

\$325.00

CRA Legal Workshops (10/29)

\$50.00 per session (no additional fee with full registration)

CRA Board Training Course (10/27)

\$50.00

Tours (10/27)

\$50.00 per tour

Awards and Academy Graduation Dinner (extra ticket)

(10/28)

\$75.00

Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/27-10/29)

\$325.00

Full registration and **Guest** registration fees cover your name badge; admission to all conference sessions and the exhibit hall; refreshment breaks, light continental breakfasts each day; Wednesday's Welcome Luncheon in the exhibit hall; Wednesday's Welcome Reception in the exhibit hall; Thursday's Networking Luncheon in the exhibit hall; Thursday's Awards and Academy Graduation Dinner and Friday's legal sessions. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 13, 2021.

CANCELLATION POLICY

Conference registration cancellation requests must be sent in writing via email to hhogarth@flcities.com. All cancellations received in the FRA office by 5:00 p.m., **October 13, 2021**, will receive refunds, minus a **\$50.00** cancellation fee. Refunds will be issued after the conference. **No refunds will be made after October 13, 2021, or for early departure from the conference.**

REGISTRATION PROCEDURES

Online Registration – Credit Cards Only

Visit redevelopment.net/2021-fra-annual-conference to access online registration and pay with your Visa, Mastercard or American Express. You will receive your conference confirmation immediately via email. Conference confirmations include your registration information, totals and registration number for your reference. Please check your confirmation carefully to verify that all information is correct, and inform the FRA immediately of any errors.

Mail Registration – Checks Only

To pay via check, fill out the registration form on page 7, attach your check for the appropriate fee and mail it to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302 by **October 13, 2021**. Name badges and other information can be picked up at the conference registration desk.

HOTEL INFORMATION

Luminary Hotel & Co. in Fort Myers, FL

Many people have already made their hotel reservations for the FRA Annual Conference. Therefore, the hotel's remaining inventory is very limited. If you still need a hotel reservation, you must register and pay for the conference prior to receiving the hotel reservations link/code. The link/code will be attached to your paid confirmation. The Luminary's room rate for conference attendees is \$169.00 per night, single or double. Parking fees are \$8.00 for daily self-parking/overnight self-parking or \$20.00/overnight for valet parking. Overflow hotel options will also be available with your paid registration. Should you receive ANY calls or emails from anyone other than Heidi Hogarth regarding room rates and availability at the hotels, DO NOT respond. These are scam callers!

SPECIAL NEEDS

If you are physically challenged and require special services, or if you have special dietary needs (i.e., allergies or Kosher or vegetarian meals), please attach a written description to your registration form.

QUESTIONS?

Contact Heidi Hogarth, Meeting Planner, Florida Redevelopment Association/
Florida League of Cities, Inc., 850.701.3605; hhogarth@flcities.com

TENTATIVE PROGRAM

(schedule and speakers subject to change)

TUESDAY, OCTOBER 26, 2021

1:00 p.m. - 5:00 p.m.

Registration Desk Open

3:00 p.m. - 6:00 p.m.

FRA Board of Directors Meeting

WEDNESDAY, OCTOBER 27, 2021

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

Registration Desk Open

8:00 a.m. - 11:00 a.m.

Walking Tour: Historic Downtown Redevelopment (additional fee of \$50.00)

As you walk on the brick streets that Thomas Edison once called home, you'll get to explore the Fort Myers historic River District and the redevelopment projects that have awakened the once-sleepy downtown into a thriving commerce and entertainment center. On this guided tour, you will have the opportunity to go inside the restored Sidney and Berne Davis Art Center. Its former use was a post office. It is now home to the Historic Arcade Theatre where the Florida Repertory Theatre Company performs. They are touted in The Wall Street Journal as "One of America's Top Repertory Companies." Using tax increment financing, the Fort Myers CRA has helped to breathe new life into the downtown while increasing taxable values and improving public infrastructure.

8:00 a.m. - 11:00 a.m.

Bus Tour: Cleveland, Downtown and MLK (additional fee of \$50.00)

On this tour, you will have an opportunity to view three of our redevelopment areas: Downtown, Dr. Martin Luther King Jr. Boulevard and Cleveland Avenue. You'll see redevelopment at work, highlighting infrastructure improvements that increase the taxable values in our redevelopment area. During this tour, you will see how the Fort Myers CRA worked with a developer to transform a mobile home park into a vibrant mix-use community, now called Grand Central.

Restoration is underway at McCollum Hall, formerly a stop on the Chitlin' Circuit. Back in the day, this venue featured famous entertainers and musicians such as Louis Armstrong, Duke Ellington and Ella Fitzgerald. You will also be able to tour the refurbished Atlantic Coast Railway Depot, home of the Southwest Florida Community Foundation and "Collaboratory." This site ties in the timeless history of Fort Myers and offers a place for nonprofits and other community members to work together to share ideas and initiatives to help create a better Fort Myers.

8:00 a.m. - 11:00 a.m.

Walking Tour: Fort Myers tour with educational narratives of local history (additional fee of \$50.00)

Fort Myers' historic downtown area was one of the first forts built as a base of operations against the Seminole Indians and then a Civil War fort. From fort to dusty cattle town to the building boom of the Roaring '20s, from depression to post-World War II prosperity to urban decay, and ultimately to its modern incarnation as one of the most beautiful historic districts in Florida, Fort Myers is a town rich in history, architecture, art and amenities. On this 90-minute walking tour, learn your way around this charming town and the intrigues and rivalries of the men who built it.

8:00 a.m. - 12:00 p.m.

CRA Board Training Course

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 policymaking success.

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

Exhibit Hall Open

11:30 a.m. - 12:45 p.m.

Welcome Luncheon in the Exhibit Hall

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

Welcome and Keynote Presentation

Welcome: The Honorable Kevin Anderson, Mayor,
City of Fort Myers

Keynote Speaker: Mike Sittig, Executive Director
Emeritus, Florida League of Cities



Mike Sittig began his employment with the Florida League of Cities in 1970. He grew in knowledge, understanding and appreciation of the

League's issues and in his respect of the membership's commitment to Home Rule and further grew into one of the League's most valiant advocates.

After a brief stint as an assistant city manager with the City of West Palm Beach, he returned to the League. As assistant executive director, he led the League's campaign for a constitutional amendment related to unfunded mandates and worked on legislative reforms and initiatives for Florida's cities.

In 1995, Mike was selected as the League's executive director. He continued his effective, efficient and stalwart direction of the programs and projects through tremendous technological advances and the Great Recession. He served in this position until his retirement in October 2020.

Mike's fairness, tenacity, wisdom and guidance have led to well-deserved recognition locally, statewide and among his national peers. He created a culture and environment for this team that causes employees to attain tenures rarely experienced. These achievements have led the League to be one of the largest state municipal leagues with unparalleled success and a premier reputation.

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

Session: Preventing Climate Gentrification and Increasing Social Equality through Affordable and Resilient Transient Oriented Development

Every community in Florida is faced with a housing crisis compounded by climate change and racial inequities. See how the JPMorganChase PRO Neighborhoods award-winning South Florida Housing Link is building affordable, sustainable, resilient communities near transit utilizing UrbanFootprint and other groundbreaking technologies.

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

Session: Considerations for Paid and Unpaid Curbside Parking

This panel discussion will walk the audience through the City of Sarasota and the City of Fort Myers' opportunity to redefine and sustain its public parking inventory, including the decision to implement a paid parking program within its commercial parking districts. From an array of stakeholder sessions to going all in with pay-by-plate and pay-by-phone technology solutions, the audience will experience firsthand how to: improve the perception of public parking, understand the obstacles and challenges when moving from a free to a paid system, gain insight and ideas on overcoming objections to change and plan for key considerations before committing to paid parking.

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

Session: Transforming Communities and Adding Value Through Placemaking

Expert panelists will discuss collaborative design and development techniques that create value while preserving and celebrating the history, heritage and culture of communities.

4:15 p.m. - 5:45 p.m.

Session: Partnering with Banks for Redevelopment

Join the Federal Deposit Insurance Corporation and the Office of the Comptroller of the Currency for a discussion on partnering with banks for Redevelopment. Participants will hear about best practices and examples of bank partnerships in community and economic development, as well as have an opportunity to discuss their existing projects and programs.

4:15 p.m. - 5:45 p.m.

Session: Unscrambling MLEINTIMPEANOT ... IMPLEMENTATION

Is your plan on a shelf? A successful plan must begin with a vision on the front end and include the right implementation structure on the back end. In this session, we will unscramble the necessary steps to establish the structure for successful implementation.

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

Welcome Reception in the Exhibit Hall

THURSDAY, OCTOBER 28, 2021

7:30 a.m. - 3:00 p.m.

Registration Desk Open

7:00 a.m. - 1:00 p.m.

Exhibit Hall Open

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

Light Continental Breakfast in the Exhibit Hall

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

Session: Affordable Housing Challenges and Solutions

With a strong Florida economy, the lack of availability of affordable housing for low- and middle-income households has become a top issue for many communities. This session will feature a panel of experts led by the University of Florida Shimerberg Center for Housing discussing the causes, trends and current efforts to address the need for affordable housing.

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

Session: Unanswered Questions Make Incentive Plans Look Suspicious

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

Session: Funding CRA Projects – Economic ROI

Successful redevelopment requires a solid plan that can pave the way for attracting the private investment that can best support the plan goals and provide long-term benefits to a city's quality of life. Learn methods and means to achieve the funding required to implement your most ambitious plan elements.

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

Session: Giving Your CRA a Voice

This session will explore ways to up your social media presence and tips on how to better communicate the great work that your CRA is doing to improve your redevelopment area.

10:30 a.m. - 11:30 a.m.

Session: Using Fiscal and Economic Analysis to Make Your Case

In order to convince a County of the economic and fiscal benefits of creating the CRA, one needs to

think outside the box. This session will explore the history of two CRA areas, provide an overview of the approach to the analysis and its results, as well as discuss the outreach strategy developed for stakeholders that ultimately can lead to a County approving a city's proposal.

10:30 a.m. - 11:30 a.m.

Session: Annual Reporting Template Update and Best Practices

Have you been using the FRA Annual Report spreadsheet? Do you have questions or possible improvements that you would like to discuss? Meet to review the application and discuss its use and possible improvements with your fellow redevelopment users. We will be collecting user improvement requests at this meeting.

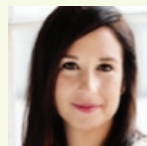
11:30 a.m. - 1:00 p.m.

Networking Luncheon in the Exhibit Hall

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

Keynote Presentation: Harness the Power of Generational Change

Keynote Speaker: Kim Lear



Kim Lear is a writer and researcher who explores how emerging trends impact our workforce and marketplace. As the founder and content

director of Inlay Insights, Kim uncovers cultural shifts that revolutionize how organizations engage employees and consumers. She uses a mix of data, storytelling, humor, and actionable takeaways to discuss trends that most impact organizations' bottom line.

A researcher at her core, Kim employs eye-opening statistics and mixes them with stories and case studies to make her message come alive. She has been featured on NPR, The Wall Street Journal, The Huffington Post, USA Today, TIME magazine and more. She was the head of research on a new book published by Harper Collins about Gen Z, the teenage demographic. Kim is in her ninth year of a longitudinal study on leadership.

2:15 p.m. - 2:30 p.m.

Annual Membership Meeting

2:45 p.m. - 4:15 p.m.

Session: Brownfields Speed Dating

This session will provide an opportunity to hear from seasoned CRA Directors, Brownfields Developers, Brownfields Consultants and the President of the Florida Brownfields Association on a broad range of Brownfields topics. These include Brownfields grant funding and incentives, leveraging private sector capital and tax increment financing through Brownfields Redevelopment, as well as multiple innovative Brownfields projects within CRAs.

2:45 p.m. - 4:15 p.m.

Session: Innovations and Healthy Mixed-Use Opportunities

Mixed-use development is the key to downtown revitalization. Guiding successful development is our public realm, which has always been central to that elusive thing we call placemaking. Case studies that relied heavily on incentives and have proven to be the catalyst of a redevelopment transformation will be highlighted.

6:00 p.m. - 9:00 p.m.

Awards and Academy Graduation Dinner

FRIDAY, OCTOBER 29, 2021

7:00 a.m. - 10:30 a.m.

Registration Desk Open

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

Light Continental Breakfast

8:00 a.m. - 9:15 a.m.

CRA Legal Workshop: Ethics Laws for Redevelopment

(additional fee of \$50.00 if not attending conference)

This workshop is geared toward CRA Attorneys and others who want to learn about ethics requirements specific to CRAs, as well as general requirements for all governments. The instructors who are members of the Florida Bar will break down basic ethics requirements for CRA practitioners, board members and volunteers who work with community redevelopment agencies in Florida. Topics will include general and ethics opinions, gift laws, conflict of interest law for CRAs, doing business

with one's agency, 1% statutory rule on conflicts of interest test, public records and social media lessons learned and sunshine and financial disclosure for CRA board members and volunteers.

8:00 a.m. - 9:15 a.m.

CRA Legal Workshop: Legal Reporting Requirements for CRAs

(additional fee of \$50.00 if not attending conference)

This course is geared toward CRA Attorneys and others who want to learn about new CRA reporting rules in CS/HB 9 passed by the Florida Legislature in 2019. We will share tips and best practices for compliance and discussion of the CRA reporting requirements under Chapters 163 Part III (community redevelopment agencies) and Chapter 189 (special districts).

9:30 a.m. - 11:00 a.m.

CRA Legal Workshop: "Hot" Legal Issues in Redevelopment

(additional fee of \$50.00 if not attending conference)

Join us as we hold an ad hoc redevelopment "hot legal topics" session. We will have our best CRA legal minds discuss their list of "need to know" opinions on topics like eminent domain, ethics, public meetings and more. Provided only during this session will be a detailed take-home listing of CRA-related Florida Attorney General opinions, court cases and legislative history of Chapter 163, Part III, Florida Statutes.

9:30 a.m. - 11:00 a.m.

CRA Legal Workshop: CRA Legal Issues for Financial Audits

(additional fee of \$50.00 if not attending conference)

The law passed by the 2019 Legislature contains new provisions for CRA annual financial audits. This course is geared toward finance, audit and CRA staff who are involved with CRA audits. We will be covering the audit requirements, share tips and best practices for compliance and discuss CRAs, the auditor general guidelines and audit engagement practices. Learn how CRAs must comply from an auditing standpoint with Florida Statutes s.163.387(6) and (7) effective October 1, 2020.

11:00 a.m.

Conference adjourns

2021 FRA ANNUAL CONFERENCE REGISTRATION FORM

Luminary Hotel & Co. • Fort Myers, FL • October 27-29, 2021

Florida Redevelopment Association

P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3605 • hhogarth@flcities.com

Paying by credit card (Visa, Mastercard, American Express):

Register with the following link: redevelopment.net/2021-fra-annual-conference

Paying by check: Return the completed form with check payment to Florida Redevelopment Association, P.O. Box 1757, Tallahassee, FL 32302-1757. Complete one form per registration.

Registration deadline: October 13, 2021. After October 13, 2021, and any on-site registrations are subject to a \$100.00 fee increase.

Special Needs: If you require special services or have dietary needs, please attach a written description to your registration form.

Cancellation Policy: Cancellations must be submitted in writing and received by 5:00 p.m. on October 13, 2021. Please email cancellation requests to hhogarth@flcities.com. Refunds will be issued after the conference minus a \$50.00 administrative fee. There will be no refunds for "no shows" or cancellations after October 13, 2021.

Full Name: _____ Nickname (for badge): _____

Title: _____ Organization: _____

Email: _____ Phone: _____

Guest/Spouse (if purchasing): _____ Nickname (for badge): _____

REGISTRATION TYPE	MEMBER	NON-MEMBER	TOTALS
Full Registration (10/27-10/29)	\$395.00	\$495.00	_____
One-Day Registration (10/27 or 10/28) (circle one)	\$325.00	\$325.00	_____
CRA Board Training Course (10/27 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (walking): Historic Downtown Redevelopment (10/27 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (walking): Fort Myers Walking Tour with Narratives of Local History (10/27 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Cleveland, Downtown and MLK (10/27 8:00 a.m.)	\$50.00	\$50.00	_____
CRA Legal Workshop: Ethics Laws (if not attending conference)	\$50.00	\$50.00	_____
CRA Legal Workshop: Legal Reporting (if not attending conference)	\$50.00	\$50.00	_____
CRA Legal Workshop: Hot Legal Issues (if not attending conference)	\$50.00	\$50.00	_____
CRA Legal Workshop: CRA Legal Issues (if not attending conference)	\$50.00	\$50.00	_____
Guest/Spouse (10/27-10/29)	\$325.00	\$325.00	_____
Extra Ticket Awards and Academy Graduation Dinner (10/28 6:00 p.m.) (if attending dinner only/not attending conference)	\$75.00	\$75.00	_____
TOTAL			\$ _____