

**Become a
Certified
Redevelopment
Professional**





History

The FRA Board saw a need for a quality and unique training program in 2008. Education for practitioners of all types of stakeholders in the redevelopment sphere is available through courses for CRA staff, Board members, and professionals who provide services to CRAs. That initial concept has developed into the training provided through the Academy.



What is the Redevelopment Academy?

- One day training courses with a test (auditing allowed)
- Available to anyone
- The program provides professional development
- Six courses, three core topics
- Two categories of designation:
 - ✓ FRA-Redevelopment Administrator
 - ✓ FRA-Redevelopment Professional

Q: Who is eligible to take the courses?

A: Anyone

Q: Who is eligible to receive a designation?

A: You must be a current member of the FRA.



What Courses Are Available?

- CRA 101 (Core)
- Budgeting, Funding, and Reporting (Core)
- Operations and Capacity Building (Core)
- Creating & Using Redevelopment Incentives
- Capital Project Management
- Housing as a Redevelopment Tool
- Infrastructure 1 – Above Ground
- Planning Strategically for Redevelopment
- Redevelopment Program Management

CRA 101

- History of Redevelopment (Main Street, DDAs, CRAs)
- Main Street Designation (Process, Criteria, Funding)
- Creating and Managing a CRA
- Chapter 163, process to establish, authorities
- CRA Plan contents, modifications, eligible expenditures
- Governance types, powers, bond issuance, staffing, legal council, working with City/County departments
- State Statutory Requirements (Sunshine, Ethics, Reporting, Annual Reports, Public Records)
- Redevelopment Organizations as Resources

Operations & Capacity Building

Florida Local Gov't 101 (Types and forms, Charters, Home rule)

CRA governance (Boards, Roles, Relationships)

Capacity and Resources (Leadership, Leveraging resources, Eligible projects, Budgets)

Strategic Planning (Basics, Success and failures, Benefits)

Grants & Contract types

Finding Federal Funding

Program Evaluation and Performance Measurement (Types and uses, Dashboards)

Budgeting, Funding & Reporting

Budgeting Theory and Principles (Revenues, Best Practices, Types)

Increment Revenue Financing

Grants and Outside Resources (CDBG, HOME, SHIP, Ezones, non-profits)

Cost Sharing

Developer Extractions (Impacts, Infrastructure, Payment in lieu of taxes)

Public Private Partnerships

CRA Record Management/ Reporting Requirements

Creating & Using Redevelopment Incentives

Chapter 163 Incentives

Redevelopment
Finance (Debt, Equity,
Liquidity)

Risk vs. Benefit
(Understanding risk,
Phasing incentives,
Performance based)

Types of Incentives
(Admin, Financial,
Planning/Land,
Marketing)

Targeting Incentives
(Types, Goals)

Establishing Policies

Timing of Incentives

Calculating ROI

Written
Agreements/Contracts
(Purpose, Protection,
Evaluation)



Capital Project Management

- Planning the Project (Selecting, Building Consensus, Build vs. Buy)
- Organizing the Project (Design, Procurement, Consultants, Vendors, Compliance based on fund source)
- Implementing the Project (Contract execution, Build Process)
- Closing the Project (Documentation, Audit, Records, Final Report)
- Typical CRA Capital Projects (Infrastructure, mini grants, landscaping, streetscapes, loans, land acquisition)



Housing as a Redevelopment Tool

- Defining the role of Housing in CRAs
- Needs and Market Demand
- Planning and Coordination for Affordable and Workforce Housing
- Working with Affordable, Workforce and Market-Rate Housing Developers
- Housing Program Basics
- Housing Rehabilitation Process
- Demolition of Dilapidated Housing

Courses Under Discussion

- Marketing and Promotion
- CRAs for City and CRA Attorneys
- CRAs for Elected Officials, Boards and Advisory Boards
- Public Outreach and Communications

How Do I Attend?

Academy training is provided in several central locations through out the year. CRA 101, the introductory class, is usually held the day before the FRA Annual Conference. On occasion another course is held the last day of the annual conference, on a rotating basis. During the year, we try to offer all the courses at least once.

Redevelopment Administrator (FRA-RA) Designation

The **FRA-RA** would be someone who works in a CRA every day and meets the criteria for educational and experience requirements.

The criteria is outlined in the “General Academy Application” which is posted online at www.redevelopment.net under the Academy page link.

Redevelopment Professional (FRA-RP) Designation

An **FRA - RP** would be someone who is not involved in the direct administration of the CRA on a regular basis. Professionals who provide services to CRA's (e.g. architects, engineers, contractors, planners, and vendors) are eligible to receive this designation. This FRA-RP is also available for elected officials, CRA Board members, government employees, and others who are involved in redevelopment, but do not currently meet the criteria for the FRA-RA. Once an individual meets the criteria, they can apply to switch to the other designation.

Continuing Education



As with most professional training certification programs, we have implemented a re-certification process. This will be done through webinars, on-line training, annual conference, courses and other related professional training. More information is located in the website under the Academy tab.

www.redevelopment.net/academy

You Can Receive Credits for Training by Other Organizations

- ✓ We work with state and national professional organizations
- ✓ We reciprocate on credit for our courses and other credits
- ✓ In addition to our own credits, the FRA annual conference offers a variety of credits for AICP, IEDC, and Florida Bar

Course Development

- ✓ There are many disciplines related to redevelopment that can contribute to the success of CRA administrators and professionals, and consequently to the success of the CRA's for which they work.
- ✓ If you have suggestions, know someone who may be interested in developing a course, or would like to take a course, please contact jnewton@flcities.com.

THE FLORIDA
REDEVELOPMENT
ASSOCIATION

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