

# THE FLORIDA REDEVELOPMENT ASSOCIATION

## 2022 ANNUAL CONFERENCE

**October 12-14, 2022**  
**Hilton Daytona Beach**  
**Oceanfront Resort**

### REGISTRATION INFORMATION

The **2022 Florida Redevelopment Association Annual Conference** will be held in person on **October 12-14, 2022**, at the **Hilton Daytona Beach Oceanfront Resort** in Daytona Beach, 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

**September 16, 2022:**  
Hotel reservations cutoff

**October 3, 2022:**  
Conference registration fee  
increases by \$100.00 after 5:00  
p.m. on October 3, 2022

**#FRA2022**

## REGISTRATION FEES

### Full Registration (10/12-10/14)

Member: \$395.00; Nonmember: \$495.00

### CRA Board Training Course (10/12)

\$50.00

### Tours (10/12)

\$50.00 per tour

### Awards and Academy Graduation Dinner (guest ticket)

(10/13)

\$75.00

### Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/12-10/14)

\$325.00

**Full** registration and **Guest** registration fees cover your name badge and 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 and Thursday's Awards and Academy Graduation Dinner. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 3, 2022.

## CANCELLATION POLICY

Conference registration cancellation requests must be sent in writing via email to [hhogarth@flcities.com](mailto:hhogarth@flcities.com). All cancellations received in the FRA office by 5:00 p.m., **October 3, 2022**, will receive refunds, minus a **\$50.00** cancellation fee. Refunds will be issued after the conference. **No refunds will be made after October 3, 2022, or for early departure from the conference.**

## REGISTRATION INFORMATION

### Online Registration – Credit Cards Only

**Click here** to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.

### Mail Registration – Checks Only

Complete the registration on page 6 if you are paying by check. Mail the registration form and check to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302 by **October 3, 2022**.

## HOTEL INFORMATION

The **Hilton Daytona Beach Oceanfront Resort**, 100 North Atlantic Ave., in Daytona Beach is the conference hotel and is not accepting reservations at this time. Your paid registration confirmation will include the hotel link/code for you to make the reservations. The cutoff date for reservations is September 16, 2022. Hotel reservations cannot be guaranteed for anyone, nor the exact date on which the hotel block will sell out, **so register early**. FRA has secured the special rate of \$145.00 per night, single or double, inclusive of the hotel's resort fee. Parking fees are \$10.00 for daily self-parking/overnight self-parking.

**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](mailto:hhogarth@flcities.com)

# TENTATIVE PROGRAM

(schedule and speakers subject to change)

## TUESDAY, OCTOBER 11, 2022

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 12, 2022

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

**Registration Desk Open**

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

**Bus Tour: City of Holly Hill**

(additional fee of \$50.00)

Tour participants will experience the “Pictona” project, which came about from an innovative idea of the City of Holly Hill – a public-private partnership between the city, a charitable foundation and a Volusia County ECHO Grant. The project addresses the decline in overall community health and blighted areas in the center of the City. Prior to 2008, the City of Holly Hill had a thriving youth baseball program that operated out of a park called Hollyland Park in the center of the City. However, for a number of reasons, the park lost its place in the baseball program. Hollyland Park became a blighted area attractive to the homeless and a place where drug deals were happening every day.

The City needed to find a way to encourage physical activities and provide educational and cultural programs to the community. Since there is a proven need for health and wellness awareness and demand for affordable alternatives, the City had a desire to provide free outdoor facilities to enjoy playing recreational activities such as bocce ball, shuffleboard, horseshoes and croquet to the community. The recreational courts were incorporated into the Senior Activity Center that was developed as part of the pickleball complex. Although these courts are part of the overall Pictona complex, unlike the pickleball courts, these programs are free for all residents.

Pictona has over 900 members and is hosting large, national pickleball tournaments several times a year. The project will be completed in October 2022 with 49 courts in its world-class facility. This is a pure public-private partnership at its best.

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

**Bus Tour: Daytona Beach – Riverfront Esplanade**

(additional fee of \$50.00)

Spanning a mile of Intracoastal Waterway, the Riverfront Esplanade is a premier gathering space and botanical garden in the heart of Daytona Beach. Composed of more than a mile of waterfront running trail with comfortable benches and swings overlooking the Halifax River, the Riverfront Esplanade also features a dog park with an agility course and a state-of-the-art splash pad. The Riverfront Esplanade is under construction. The north Esplanade is open, and the south Esplanade is opening at the end of 2022.

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

**Bus Tour: City of South Daytona CRA**

(additional fee of \$50.00)

This tour will take place on U.S. Highway 1 between the City of Daytona Beach, heading south to Port Orange and New Smyrna Beach. The South Daytona CRA main commercial corridor is U.S. Highway 1. A major streetscape and undergrounding of utilities was completed in 2013 along one-third of this roadway through CRA, Tax Increment Funding (TIF) and Florida Department of Transportation (FDOT) funding. Vacant riverfront sites planned for development will be pointed out, and the Enclave at 3230 apartments, completed in 2021, will also be a focal point of the tour.

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

**CRA Board Training Course** (additional fee of \$50.00)

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. - 1:45 p.m.

**Welcome and Keynote Presentation**

**Welcome:** Jeff Burton

**Keynote Speaker:** Richard Rothstein, Author

Richard Rothstein is the author of “The Color of Law: A Forgotten History of How Our Government Segregated America,” an explosive, alarming history that finally confronts how American governments in the 20th century deliberately imposed residential racial segregation on metropolitan areas nationwide. “The Color of Law” documents how American cities, from San Francisco to Boston, became so racially divided as federal, state and local governments systematically imposed residential segregation.

Mr. Rothstein is a Distinguished Fellow of the Economic Policy Institute, the Thurgood Marshall Institute of the NAACP Legal Defense Fund and the Haas Institute at the University of California – Berkeley.

2:00 p.m. - 3:30 p.m.

**Session: Coming Together for Affordable and Workforce Housing Strategies**

There are different methods and programs for addressing affordable and workforce housing through counties, cities and CRAs. With creative thinking, layering programs can lead to successful affordable and workforce housing developments.

2:00 p.m. - 3:30 p.m.

**Session: Economic Impact of Lakeside Park Developments**

Florida is noted for its coastal community developments and the economic impact on real estate development along our Atlantic and Gulf shorelines. More and more interior communities are investing in their lakeside shorelines through

creative improvements that have significant economic impacts on CRAs. The speakers will present their reasons for their particular investments and how it has generated additional investment in their CRAs.

2:00 p.m. - 3:30 p.m.

**Legal Session: Unlocking the Economic Power of Vacant Land and Clearing Title Through Lien Collection**

Every CRA has vacant land that should be put into use for housing and for projects that support community goals. The key to clearing blight and making projects real is using liens to clear the title. This session will include CRA representatives who have put a successful program to work.

3:45 p.m. - 5:00 p.m.

**Session: The Resurgence of the Seahorse: How Public Art Can Help Renew a City Brand**

The Palmetto CRA successfully undertook a public art project to put in an award-winning seahorse statue that called back to the history of the city and helped renew placemaking. This session can teach you how to do similar things in your CRA.

3:45 p.m. - 5:00 p.m.

**Session: Do's and Don'ts of Marketing & Special Events**

Many CRAs sponsor or produce events, programs and campaigns to activate public spaces and reinvent blighted commercial districts. This session will highlight creative strategies to ensure statutory compliance while producing engaging community events or campaigns designed to further your CRA goals. We will talk about tweaking your program to tighten the criteria or other aspects to focus on economic development. Attendees will gain valuable insight to ensure that their existing or future event programs and marketing campaign strategies contain the specific elements necessary to meet or exceed statutory guidelines.

5:00 p.m. - 6:30 p.m.

**Welcome Reception in the Exhibit Hall**

## THURSDAY, OCTOBER 13, 2022

8:00 a.m. - 3:00 p.m.

### **Registration Desk Open**

8:00 a.m. - 1:00 p.m.

### **Exhibit Hall Open**

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

### **Light Continental Breakfast in the Exhibit Hall**

9:00 a.m. - 10:15 a.m.

### **Session: Community Safety Action Plans – Lessons from Tampa and Riviera Beach**

Several redevelopment organizations in Florida are currently implementing unique and comprehensive Community Safety Action Plans. This session will summarize how these plans were developed, the impacts they have had on both real and perceived safety and why they are important to equity, community-driven solutions and a better policing balance.

9:00 a.m. - 10:15 a.m.

### **Session: Opportunities in Smaller Downtown CRAs to Attract Hotel Development Within Their Urban Core**

A challenge for smaller downtown main street areas is attracting hotel development common to larger urban locations. Success is attributable to a bold vision by policymakers in understanding the unique barriers of downtown development. The 2021 completion of the Hilton Tapestry in downtown Melbourne is an example of an innovative CRA public-private partnership.

9:00 a.m. - 10:15 a.m.

### **Legal Session: Hot Legal Topics in Redevelopment**

Join us as we hold a session on ad hoc hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss their list of need-to-know opinions and legislation on topics impacting redevelopment and CRAs.

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

### **Session: The Community Reinvestment Act & Redevelopment: Partnerships that Support Communities**

The federal Community Reinvestment Act encourages banks to support activities that benefit low-income areas and residents, including affordable housing, community services, economic development and neighborhood revitalization. Join the Federal Deposit Insurance Corporation and the Office of the Comptroller of the Currency for a discussion on how bank partnerships support redevelopment.

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

### **Session: Redevelopment, Flooding and Climate Adaptation**

This session explores how to navigate the challenges and opportunities associated with redevelopment and planning for future conditions related to climate change. Case studies, challenges and solutions addressing infrastructure and open-space vulnerability in the redevelopment process will be discussed. Regulations, policy approaches and other examples will be offered.

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

### **Networking Luncheon in the Exhibit Hall**



1:00 p.m. - 2:30 p.m.

### **Keynote Presentation Keynote Speaker: Rick Whitted, President & CEO, U.S. Hunger**

Join Rick Whitted, CEO of the non-profit U.S. Hunger, as he discusses the root causes behind social inequities and how data equips a city to create sustainable solutions for its underserved residents.

Whitted has overseen the launch of several of the organization's initiatives, including expanding home delivery of fresh produce into its supply chain and developing a Software-as-a-Service solution that uses predictive analytics and machine learning to identify root causes of food insecurity in the United States.

He graduated from Stetson University and Nova Southern University, and he received a bachelor's

degree in political science/American studies and a Master of Business Administration in business administration and management, respectively.

2:45 p.m. - 3:00 p.m.

**Annual Membership Meeting**

3:00 p.m. - 4:30 p.m.

**Session: Collaborative P3 Aided by TIF and Rapid Response Permitting: A Winning Redevelopment Formula for Manatee County**

This session will describe a successful P3 where TIF and rapid response permitting were used to attract private sector investment. Working with both the land developers and the master developer resulted in a big win: A Fortune 10 company coming to Manatee County with \$30 million new investment and 400 additional jobs.

3:00 p.m. - 4:30 p.m.

**Session: Sports as an Economic Driver**

Florida's sports industry creates over \$57 billion in economic impact for the Sunshine State, provides over 580,000 jobs for its citizens and attracts over 16 million out-of-state visitors each year. From pickleball courts to waterskiing competitions, sports facilities are a catalyst for urban redevelopment. This session will highlight examples of Florida CRAs using sports to address slums and blight.

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

**Awards and Academy Graduation Dinner**

**FRIDAY, OCTOBER 14, 2022**

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

**Registration Desk Open**

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

**Breakfast with the Experts**

This flexible networking breakfast will have breakout groups focused on redevelopment hot topics such as housing and FRA resources. This will be a great opportunity to network, share success stories and learn from your peers.

9:00 a.m. - 10:15 a.m.

**Legal Session: Ethics Laws for Redevelopment**

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. It will feature instructors who are members of the Florida Bar with a great deal of legal ethics experience that is specific to CRAs. They 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 Law and financial disclosure for CRA board members and volunteers.

11:00 a.m.

**Conference Adjourns**

# THE FLORIDA REDEVELOPMENT ASSOCIATION

## 2022 FRA ANNUAL CONFERENCE REGISTRATION FORM

Hilton Daytona Beach Oceanfront Resort • Daytona Beach, FL • October 12-14, 2022

Florida Redevelopment Association  
P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3605 • [hhogarth@flcities.com](mailto:hhogarth@flcities.com)

**Paying by credit card (Visa, Mastercard, American Express):** [Click here to register for the 2022 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 3, 2022. After October 3, 2022, 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 3, 2022. Please email cancellation requests to [hhogarth@flcities.com](mailto: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 3, 2022.

Full Name: \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Guest/Spouse\*\* (if purchasing): \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

REGISTRATION TYPE	MEMBER	NONMEMBER	TOTALS
Full Registration (10/12-10/14)	\$395.00	\$495.00	_____
CRA Board Training Course (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Daytona Beach-Riverfront Esplanade (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): City of Holly Hill (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): City of South Daytona CRA (10/12 8:00 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse** (10/12-10/14)	\$325.00	\$325.00	_____
Extra Ticket Awards and Academy Graduation Dinner (10/13 6:00 p.m.)	\$75.00	\$75.00	_____
TOTAL			\$ _____