

2023 Annual Conference

October 25-27, 2023
Sawgrass Marriott Golf Resort and Spa
Ponte Vedra Beach, FL

REGISTRATION INFORMATION

The **2023 Florida Redevelopment Association Annual Conference** will be held on **October 25-27, 2023**, at the **Sawgrass Marriott Golf Resort & Spa** in Ponte Vedra 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/CRA's 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 products and services for redevelopment projects.

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

DEADLINES

- ▶ September 29, 2023: Hotel reservations cutoff
- ▶ October 9, 2023: Conference registration fee increases by \$100.00 after 5:00 p.m. on October 9, 2023

REGISTRATION FEES

Full Registration (10/25-10/27)

Member: \$395.00; Nonmember: \$495.00

CRA Board Training Course (10/25)

\$50.00

Tours (10/25)

\$50.00 per tour (1 tour per person)

Academy Graduation and Awards Banquet

(guest ticket) (10/26)

\$75.00

Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/25-10/27)

\$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 breakfast 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 Academy Graduation and Awards Banquet. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 9, 2023.

CANCELLATION POLICY

Conference registration cancellation requests must be emailed to hhogarth@flcities.com no later than 5:00 p.m. on October 9, 2023, to be eligible for a refund. A \$50.00 cancellation fee will be applied to all cancellations. Refunds will be issued after the conference. **No refunds will be made after October 9, 2023, 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 8 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 9, 2023**.

HOTEL INFORMATION

The **Sawgrass Marriott Golf Resort & Spa**, 1000 TPC Boulevard, Ponte Vedra Beach, FL, is the conference hotel and is not accepting reservations at this time. Your paid registration confirmation will include the hotel link/code to make the reservations. The cutoff date for reservations is September 29, 2023. The FRA has secured the special rate of \$199.00/night, single or double, PLUS a \$10.00/daily resort fee. Daily self-parking is \$17.00. The FRA room block fills quickly, so reserve your room ASAP. The FRA will never call you to book a room, nor does the FRA use a third party for hotel reservations. These calls and third-party operators are not authorized by the FRA and are not part of the room block.

SPECIAL NEEDS

If you are physically challenged, require special services, or 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 24, 2023

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

Registration Desk Open

4:00 p.m. - 6:00 p.m.

FRA Board of Directors Meeting

WEDNESDAY, OCTOBER 25, 2023

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

Registration Desk Open

7:30 a.m. - 12:00 p.m.

Tour (bus): Big City Urban Tour:

Downtown Jacksonville (additional fee of \$50.00)

The tour will begin in the Southside CRA at RiversEdge, a \$280 million, 30-acre redevelopment project on the riverfront site of a former electric generating station. The next stop will be the Sports and Entertainment District in the Northbank CRA (amidst the arriving Florida-Georgia revelers), where \$495 million worth of contiguous development projects are underway along the riverfront, including a Four Seasons hotel, office building, riverwalk extension, riverfront park, and museum. We will also pass by the first multifamily project to be located at the Sports Complex and a nearby restoration and rehabilitation of a historic warehouse to multifamily. Then it's on to the City Center, where we will visit two of five historic structures (c. 1902-1955) along two city blocks in various stages of completion. The projects, with a combined capital investment of \$100 million, include a former Federal Reserve Bank building, a former hotel, a former residential mansion and two former office buildings that are all using financing from incentive programs designed to foster the preservation and revitalization of unoccupied, underutilized and/or deteriorating historic buildings located downtown.

The next stop will be the LaVilla District, once home to brothers Rosamond and James Weldon Johnson, composers of the hymn *Lift Every Voice and Sing*. While in LaVilla, a historic multi-cultural neighborhood (and once a vibrant African American community and music and

entertainment scene referred to as the Harlem of the South), the tour will visit Lift Every Voice and Sing Park, the model mile of the Emerald Trail and Johnson Commons, a 91 unit for-sale townhome project. The tour will wrap up in the Brooklyn District, stopping briefly at One Riverside (a \$164 million riverfront redevelopment project on the former site of Jacksonville's daily newspaper) and conclude on the Northbank Riverwalk at the recently completed FIS headquarters building adjacent to Gefen Park.

7:30 a.m. - 12:00 p.m.

Tour (bus): Coastal Community Tour:

Jacksonville Beach (additional fee of \$50.00)

The tour will start in the Southend District, showcasing the CRA-funded South Beach Park and Sunshine Playground. The CRA and the City desired to utilize the space to encourage outdoor activities and a sense of community for residents and visitors. The park provides opportunities for free outdoor exercise along a paved walking path with various outdoor exercise machines, a space for children of all ages and abilities to play on the newly upgraded Sunshine Playground, large turf sports fields, a splash pad for cooling off during hot Florida summers, and a community center located within the Parks and Recreation building that citizens can rent. Recently, the CRA added additional landscaping, pickleball courts, resurfaced basketball courts, and the most recent project is the addition of new sidewalk entryways off of a busy thoroughfare to allow for easier pedestrian access to the park. The CRA is also adding a passive park to the Southend district.

The next stop will be the downtown CRA district. This walking tour will offer an overview of the success of both public and private development and projects. We will discuss the history of the district, the creation of a special policing unit, and current and future projects for the district, including a renovation of a large civic-owned plaza located in the center of the downtown district. Staff will provide insight on the processes and steps involved in creating a thriving downtown district with abundant strategic growth in recent years and incentive programs and strategies allowing the CRA to aid in private investment.

7:30 a.m. - 12:00 p.m.

Tour (bus): Historic District Tour:

St. Augustine and Lincolnville (additional fee of \$50.00)

Take the bus tour along the beautiful historic bayfront of Downtown St. Augustine. Ride along the main corridor of the Nation's Oldest City on San Marco Avenue, where opportunities for mobility, parking and transportation improvements will be identified. The bus will then travel to Lincolnville, a historically African American community founded in 1866 by formerly enslaved people. Here participants will have an opportunity to ride down Dr. Martin Luther King, Jr. Ave., one of the only streets in the nation visited by its namesake. Learn about the MLK Streetscape Project, the LCRA's Institutional Rehab projects, and enjoy an opportunity to get off the bus and explore the two largest recreational spaces in the Lincolnville Community — the 25-plus acres of both Eddie Vickers Park and Dr. Robert B. Hayling Freedom Park. As the master plan is being developed to improve the park spaces, participants will have an opportunity to learn about the proposed elements and explore the current ones. Other focal points of the tour will include new pocket park improvements, future project sites and historic preservation efforts related to the historically aesthetic features of Lincolnville.

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

CRA Board Training Course

This general educational session is 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.

11:30 a.m. - 6:30 p.m.

Exhibit Hall Open

12:00 p.m. - 1:15 p.m.

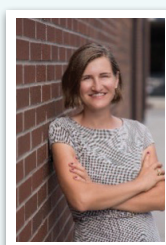
Welcome Luncheon in the Exhibit Hall

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

Welcome and Keynote Address

Keynote Presentation: Pedestrian Safety Crisis in America: What it is, What we can do about it and Why we haven't done it already

Keynote Speaker: *Angie Schmitt*, founder of 3MPH, Author and Urban Planner



Angie Schmitt is a Cleveland-based writer and urban planner. She is the author of *Right of Way: Race, Class and the Silent Epidemic of Pedestrian Deaths in America*, published in 2020 by Island Press and named one of the top urban planning books of 2020. She is the founder of 3MPH Planning and Consulting, which works with leading change-makers around the country, advancing safer policies and infrastructure. Her writing has appeared in Slate, Vox, The New York Times, CNN Business and other publications. She is a mother of two and hasn't owned her own car in nearly a decade.

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

Refreshment Break in the Exhibit Hall

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

Livable Communities: Achieving Safe Mobility for Life

AARP Florida and the Florida Department of Transportation will share information and resources on their initiatives and action plans to help communities meet the transportation needs of residents of all ages and abilities. Resources include walkability audits, accessing data, and their collaborative educational "Age-Friendly Florida's Transportation Checklist." released in 2022.

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

Making Informed Decisions Using Market Data

Making the right decision is always better with the right information. This panel will highlight the perspectives of varied-sized communities and how they have used a mix of data and analytical insight to establish benchmarks and drive decisions and actions within their CRAs. The key takeaways of this panel will be how market trend data and other measurables can help define benchmarks and project potential market demand and feasibility to support successful planning and redevelopment

decision-making within your CRA. This information is critical to garner support from elected officials and the community.

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

Building Resilience in Historic and Older Communities

Many of Florida's communities with redevelopment areas include older and historic buildings in residential or commercial districts that contend with seasonal storms and more intense wind and flood events. Mitigating these threats is a part of resiliency initiatives occurring across the country. Florida communities have an opportunity to incorporate strategies that help to retain the community's unique sense of place to support the residents and attract business and tourism industries. This year, the Florida Department of State published a series of guidance documents with Preservation Design Partnership to help local agencies and property owners understand technical issues related to floodplain management and practical strategies to reduce storm effects on historic buildings and communities. This session will engage attendees with an outline of these policies and strategies and encourage audience participation to share resources and success stories.

3:30 p.m. - 3:45 p.m.

Refreshment Break in the Exhibit Hall

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

Keep it Legal People 2.0

This engaging presentation, with built-in time for audience participation, is a recap of last years' session that focused mainly on marketing and events, expanded to include a variety of common CRA activities that may or MAY NOT fall exactly within the statutory guidelines. This session will outline steps to review your projects and programs to ensure you are "connecting the dots." Attendees will gain valuable insight into the details of the statute and leave with a "CAN DO" list of eligible activities.

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

Creative Strategies for Public Art

In this session, walk through the steps to create a professional committee to review public art and implement a public art plan in a once blighted and rough downtown district.

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

Filling the Void: Affordable Housing Partnerships

Florida has made national news in the past two years for its housing crisis. Due to rising home and rent prices, many residents have experienced difficulties securing safe and affordable housing within Palm Beach County. In response to the local housing crisis and demand for attainable housing, the Boynton Beach Community Redevelopment Agency (BBCRA) has focused its efforts on pursuing creative partnerships to fill the void.

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

Welcome Reception in the Exhibit Hall

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

New Member Welcome

THURSDAY, OCTOBER 26, 2023

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.

From Brownfields to New Housing

The Palmetto Community Redevelopment Agency, as part of an innovative Public Private Partnership with Biotech Remediation performs a new type of remediation on an 8-acre fertilizer plant. The program was placed into the Florida Brownfields program, and is set for multifamily housing development. This session includes a detailed cost/benefit analysis.

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

Three P's: Teamwork Makes Dream Work

In this session, we discuss the benefits and challenges of a successful public-private partnership. We describe a brief history of land acquisition and the various funding layers between the private developer, the State, the County, the City and the BBCRA, which made this project possible. As the first major redevelopment project on the E. Martin Luther King Jr. Boulevard, we share how

the joint effort and commitment helped spread the risk (and benefits) of the project.

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

Bringing Historic Buildings Back to Life in Downtown Jacksonville

The Downtown Preservation and Revitalization Program (DPRP) was created to foster the preservation and revitalization of unoccupied, underutilized, and/or deteriorating historic and qualified non-historic buildings in downtown Jacksonville. This program was designed to serve historic projects applying for more than \$100,000 and non-historic code compliance projects. Development projects eligible for this program are those deemed to reinforce Downtown as the City's unique epicenter for business, history, culture, education and entertainment; and increase rental and owner-occupied housing downtown. The DPRP includes three general components for which funding is considered for a percentage of eligible expenses: (1) Historic Preservation Restoration and Rehabilitation Forgivable Loan, (2) Code Compliance Renovations Forgivable Loan, and (3) Downtown Preservation and Revitalization Program Deferred Principal Loan.

10:15 a.m. - 10:30 a.m.

Refreshment Break in the Exhibit Hall

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

Make More Money? Leverage Your Resources

The purpose of the session is to create awareness through real-life examples of other financial resources available to CRA practitioners.

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

Creatively Telling Your Story

This panel will highlight the perspectives of varied-sized communities and why creatively telling your demographic, market characteristics, planning, and redevelopment stories has proven more compelling using interactive platforms, informative graphics, and cohesive data visualization. The key takeaways will be why packaging and presenting information in an attractive, cohesive and compelling manner is a highly effective strategy for getting your story in front of motivated investors and developers just waiting for the perfect opportunity.

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

Extending & Expanding Your CRA

Florida's Charter counties have special authority over the operations of CRAs in Florida. The session will highlight the perspectives and paths taken by two (2) central Florida municipalities' CRAs and the coordination, reporting and demonstration of performance and accomplishments requested by the charter County government within which the municipalities are located.

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

Networking Luncheon in the Exhibit Hall

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

Keynote Address

Keynote Speaker: *Mark Falzone*, President, Scenic America



Mark Falzone was selected President of Scenic America in April 2017. Since his arrival, Scenic America has increased its investment in lobbying, research, communications, and additional tools to further its mission. The organization has also received several awards under Falzone's leadership. Before he arrived at Scenic America, Mark served as Deputy Director of the National Immigration Forum and was a five-term elected member of the House of Representatives in Massachusetts. He was appointed to the Route 66 Centennial Commission by President Joe Biden in 2022. Falzone holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government.

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

Annual Membership Meeting

Masters E

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

Speaking Truth to Power: Communicating with Your Elected Officials

Have your local elected officials ever made a decision you did not understand? Have you ever been afraid to communicate a fact to your board that you know they will not like? After explaining the details of a discussion, have you ever been frustrated by your board's lack of understand-

ing? If you answered “yes” to anyone those questions, this is your session!

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

Beyond the CRA ... Finding Alternative Sources of Money!

As CRAs continue to analyze expenditures and make the necessary shifts to ensure compliance with the 2019 statutory update, it will become increasingly important that funding sources to maintain and continue growth are identified. This session will outline creative strategies you can explore to shift expenditures from the CRA to a variety of other revenue sources for necessary, ongoing placemaking strategies such as public art, street maintenance or clean team services, ongoing special events and other marketing and cross-promotional strategies, that keep a thriving district top-of-mind and a desirable destination.

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

Designing for Community Policing

This session will discuss preventing crime through urban and architectural design in partnership with a community police team.

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

Academy Graduation and Awards Banquet

Help us congratulate our Academy Graduates, Award Winners, and the 2023-2024 Board of Directors. (This event is included with a full registration. Guest tickets are an additional fee. See page 8 for details.)

FRIDAY, OCTOBER 27, 2023

8:00 a.m. - 10:00 a.m.

Registration Desk Open

8:30 a.m. - 9:00 a.m.

Light Continental Breakfast

8:30 a.m. - 11:30 a.m.

Breakfast with the Experts

Enjoy a light continental breakfast at this flexible networking session. Breakout groups will focus on redevelopment hot topics such as affordable housing, ongoing maintenance in a CRA and many more. This will be a great opportunity to network, share success stories and learn from your peers.

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

Hot Legal Topics in Redevelopment

Join us as we hold a session on hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss implicit bias in procurement, 2019 changes to Florida Statute Chapter 163, Part III, and legislation on topics impacting redevelopment and CRAs.

11:30 a.m.

Conference Adjourns

THE FLORIDA
REDEVELOPMENT
ASSOCIATION

2023 FRA ANNUAL CONFERENCE REGISTRATION FORM

Sawgrass Marriott Golf Resort & Spa • Ponte Vedra Beach, FL • October 25-27, 2023

Florida Redevelopment Association

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

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 form 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 9, 2023**.

Registration deadline: October 9, 2023. After October 9, 2023, 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: Conference registration cancellation requests must be emailed to hhogarth@flcities.com no later than 5:00 p.m. on October 9, 2023, to be eligible for a conference registration refund. A \$50.00 cancellation fee will be applied to all cancellations. Refunds will be issued after the conference. **No refunds will be made after October 9, 2023, or for early departure from the conference.**

Full Name: _____ Nickname (for badge): _____

Title: _____ Organization: _____

Email: _____ Phone: _____

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

REGISTRATION TYPE	MEMBER	NONMEMBER	TOTALS
Full Registration (10/25-10/27)	\$395.00	\$495.00	_____
CRA Board Training Course (10/25 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Big City Urban Tour: Downtown Jacksonville (10/25 7:30 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Coastal Community Tour: Jacksonville Beach (10/25 7:30 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Historic District Tour: St. Augustine and Lincolnvillle (10/25 7:30 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse Registration** (10/25-10/27)	\$325.00	\$325.00	_____
Extra Ticket: Academy Graduation and Awards Banquet (10/26 6:00 p.m.) (The banquet ticket is included with a full registration and a guest registration. If attending the banquet only and not attending the conference, a banquet ticket must be purchased.)	\$75.00	\$75.00	_____
TOTAL			\$ _____