

2024 FRA Annual Conference

October 22-25, 2024
Tampa Marriott Water Street, Tampa

#FRA2024

REGISTRATION INFORMATION

The **2024 Florida Redevelopment Association Annual Conference** will be held on **October 22-25, 2024**, at the **Tampa Marriott Water Street** in Tampa.

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 20, 2024: Last day to reserve hotel accommodation with group block.
- ▶ October 4, 2024: Conference registration fee increases by \$100.00 after 5:00 p.m.

REGISTRATION FEES

Full Registration (10/23-10/25)

Member: \$395.00; Nonmember: \$495.00
(Late registration fee applied October 5, 2024)
Member: \$495.00; Nonmember: \$595.00

CRA Board Training Course (10/23)

\$50.00

Tours (10/23)

\$50.00 per tour (1 tour per person)

Academy Graduation and Awards Banquet

(guest ticket) (10/24)

\$75.00

Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/23-10/25)

\$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 Academy Graduation and Awards Banquet. Tours are an additional fee. **NOTE:** Registration fees will increase by \$100.00 per full registration made after October 4, 2024.

CANCELLATION POLICY

Conference registration cancellation requests must be emailed to mmontgomery@flcities.com no later than 5:00 p.m. on October 4, 2024, 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 4, 2024, 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 4, 2024**.

HOTEL INFORMATION

The **Marriott Tampa Water Street**, 505 Water St., Tampa, 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 20, 2024. The FRA has secured the special rate of \$249.00/night + 13% tax + \$1.95 Tourism Marketing District fee/night – single or double. The hotel offers valet parking for hotel guests on a first-come, first-served basis. Available parking is not guaranteed, and current \$28.50/night rates are subject to change. The FRA room block tends to fill up 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 and require special services, or if you have special dietary restrictions (e.g., specific allergies, kosher and vegetarian requests), please attach a written description to your registration form.



QUESTIONS? Contact Meredith Montgomery, Meeting Planner, Florida Redevelopment Association/Florida League of Cities, Inc., 850.701.3636; mmontgomery@flcities.com

TENTATIVE PROGRAM

(schedule and speakers subject to change)

TUESDAY, OCTOBER 22, 2024

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 23, 2024

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

Registration Desk Open

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

Tour (walking): Downtown Dunedin Tour: Main Street
(additional fee of \$50.00)

Come and visit Downtown Dunedin and see a major transformation of its Main Street. Over the years, using an incremental approach, this compact, highly walkable downtown is now one of the premier small redevelopment districts in the state. This tour will start with a meet and greet in Dunedin's new City Hall. From there, a walking tour will take place where tour guides will present numerous current and future public and private initiatives such as streetscape projects, shared enhanced parking lots, park improvements, a parking garage site and adaptive reuse and creative public/private real estate deals. Along the way, participants will also see what Downtown Dunedin is known for: a quaint feel with boutique shops, an active Pinellas Trail and cafes and restaurants. Downtown Dunedin also features many forms of mobility. You will get to see not only cars, but golf carts, bicycles, trolleys, Freebee rides, tiki rides and a ferry by the marina that brings in guests from Clearwater.

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

Tour (streetcar and walking): Downtown Tampa to Ybor City: Streetcar Ride and Historic District Walking Tour (additional fee of \$50.00)

Tour participants will experience a ride on the TECO Line Streetcar System from Downtown Tampa to historic Ybor City and back. The tour will highlight redevelopment activities in five of Tampa's CRAs (Downtown, Channel District, Central Park, Ybor City 1 and 2). We will meet in the hotel

lobby and take a short walk to a reserved streetcar and meet our tour guides. From there, we will travel north through Downtown Tampa and Channel District and see the major redevelopment projects that have transformed Tampa's downtown into a thriving neighborhood adjacent to bustling commercial waterfront and popular visitor destinations. We will be greeted by a developer of the channel district who will share their story. As we continue north crossing Adamo Drive, you will see the new Gasworx mixed use development project, which is under construction and meet with a member of their development team. Once in Ybor City, we will exit the streetcar to begin our historic district walking tour of Ybor City, Tampa's National Historic Landmark District. Highlights will include Jose Marti Park, Hotel Haya, Visitor Information Center, Centro Ybor, Ybor City Museum casitas as well as a stroll down famous 7th Avenue, which was named one of the greatest streets in America. Several stops are planned along the way as you experience the charm and character of this beautiful historic mixed-use district. Once our walking tour concludes, we will board the reserved streetcar waiting for to head back downtown to the hotel. Please wear comfortable shoes and clothing.

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

Tour (bus): West Tampa to East Tampa
(additional fee of \$50.00)

Tour participants will experience both the East Tampa and West Tampa CRAs. The tour will start in the West Tampa CRA, highlighting the West River Redevelopment, showcasing the work that has been done to revitalize the West Tampa community and provide affordable housing options to residents. The Main Street Neighborhood Commercial District will be an attractive, vibrant commercial district that reflects the community's rich history and culture. It will be safe, walkable, connected, thriving and beautiful. Main Street and Howard Avenue will be a place where residents and visitors gather to socialize and where residents can access the goods and services they want without the need to leave their neighborhood. The next stop will be the Skills Center in East Tampa. This \$23 million project received a Special Projects grant to redevelop an old skating rink that had been closed for the better part of two decades while remediating the blight that

previously existed. The Skills Center serves over 3,500 youth annually through youth sports and nonprofit youth development-related programming. East Tampa's Memorial Park Cemetery is the final resting place for over 900 African American Veterans. The East Tampa CRA and City of Tampa Parks and Recreation Department have partnered to enhance the existing cemetery and the overall aesthetics. The final stop on the tour is the J.C. Newman Cigar Company factory, which sits within the southwestern portion of the East Tampa CRA. Founded in 1895 by Julius Caesar Newman, J.C. Newman Cigar Company is the oldest family-owned premium cigarmaker in America. For four generations and 128 years, J.C. Newman has been handcrafting many of the world's finest cigars. J.C. Newman is headquartered in an iconic 113-year-old cigar factory in the Ybor City National Historic Landmark District. At this factory, known as "El Reloj," J.C. Newman rolls premium cigars by hand and hand-operated antique cigar machines.

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.

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

Exhibit Hall Open

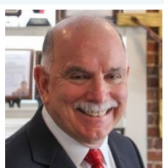
12:00 p.m. - 1:15 p.m.

Welcome Luncheon in the Exhibit Hall

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

Welcome and Keynote Address

Keynote Presentation: Lessons From History



Keynote Speaker: *Richard Gonzmart*, Owner, Columbia Restaurant

Richard Gonzmart, fourth-generation caretaker of the 1905 Family of Restaurants, shares how each generation of his family-owned business has met challenges that threatened the survival

of Florida's oldest restaurant, the Columbia in Ybor City, and persevered to create a company with six brands and 14 locations throughout the state.

Born into the legacy of the world-renowned Columbia Restaurant, founded by his great-grandfather in 1905, Richard's journey began at a tender age when he learned the art of identifying fresh fish from his grandfather. This early immersion laid the foundation for his lifelong dedication to storytelling through the art of food. Richard is a graduate of Tampa's Jesuit High School and continued his education at the University of Denver School of Hotel and Restaurant Management. He later attended the Escuela de Turismo y Hosteleria in Madrid, Spain, and in 2022, he received an honorary doctorate in business administration conferred by the University of South Florida.

Under Richard's direction, Columbia Restaurant expanded from two locations to seven. He also developed Cha Cha Coconuts in Sarasota in 1989. He opened Ulele in August 2014, which is listed as Michelin Recommended in the Florida Michelin Guide for 2022 and 2023. He then introduced Ulele's second location at the Tampa International Airport as well as Café con Leche Ybor City in 2017. Paying homage to Sicilian immigrants in Ybor, Gonzmart opened Casa Santo Stefano in November 2020.

Richard is a passionate philanthropist dedicated to fostering positive change. His commitment to community service is deeply ingrained in the Gonzmart family's legacy, with a focus on education, health care and community welfare.

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

Refreshment Break in the Exhibit Hall

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

Temporary Outdoor Public Exhibitions and Artful Infusion

This session explores how an outdoor temporary public art exhibit in a downtown exhibition is done. It will examine the many steps in proposing, executing and seeing through a temporary yearlong or 18-month sculpture exhibit. Public art is not just a creative endeavor; it's an investment in the well-being and prosperity of the community. We'll share Tallahassee's

2024 Bicentennial Cascades Sculpture Project to highlight how you can use art to enhance public safety, enliven infrastructure, tell compelling stories and increase cultural and economic vitality.

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

Revitalizing Horizons: Nurturing Communities through Strategic Redevelopment

Unlock the potential of urban spaces with innovative redevelopment strategies and economic development that foster sustainable community growth.

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

The Little City That Could

This session will highlight projects and activities within the Lake Wales CRA, from creating a visioning plan for future growth to a \$12 million streetscape project in the heart of downtown. Lake Wales has quickly been addressing connectivity, economic impacts and affordable housing challenges through aggressive grant writing and partnerships with consultants.

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

Refreshment Break in the Exhibit Hall

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

Reimagining Aging Commercial Corridors

Many CRAs in Florida were created to address aging commercial corridors. Stakeholders, including elected officials as well as government, economic development and CRA practitioners, share the monumental task of transforming auto-dominated roadways into thriving urban communities. Learn about the challenges of commercial corridor revitalization and proven strategies for successful redevelopment.

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

Smart Microtransit: Moving your Community Forward

Smart microtransit helps solve several challenges facing CRAs: Reduce traffic congestion and lower demand on parking, provide safe and reliable transportation for seniors and underserved communities, stimulate local economic activity, and strengthen community engagement and first- and last-mile transit. Smart microtransit is customizable and helps CRAs exclusively utilize fleets of eco-friendly vehicles.

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

Finding More Money!

As CRAs analyze expenditures to ensure compliance, identifying and securing alternative funding sources to maintain growth is imperative. This session will outline creative strategies to shift expenditures from the CRA to a variety of revenue sources for necessary, ongoing placemaking strategies to keep your district top-of-mind and a desirable destination.

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

Welcome Reception in the Exhibit Hall

THURSDAY, OCTOBER 24, 2024

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.

The Power of Clarity: Communicating with the Public about your CRA and Gamifying Charrettes

Communication strategies are vital for CRAs to inform, engage and build trust with community members, stakeholders and partners. A well-thought-out communications strategy ensures that important information is effectively shared, feedback is received, and relationships are nurtured. By establishing clear and consistent communications over various channels, CRAs can enhance transparency, promote community involvement and ultimately achieve their goals for revitalization and economic development. Take a new look at the old way of doing charrettes. This session will demonstrate an interactive game that can be duplicated. We have found that participants enjoy it and they learn a lot.

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

Working Alongside Your Local Main Street Organization

This session will examine the impact a Main Street organization can have within a CRA district. Working alongside your local Main Street can provide opportunities to

host events, engage with local businesses and further community buy-in to your CRA's mission.

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

CRA and CPTED – The Perfect Marriage

City design that considers how we experience a space, is critical to promoting positive behavior, while reducing negative behavior that can lead to an unsafe environment. Uniting Crime Prevention Through Environmental Design (CPTED) with a CRA strategic plan provides investment protection and community policing support, resulting in an improved quality of life. This session will detail successful “Design Out Crime” programs that have been implemented in parks and public spaces within the City of Fort Walton Beach. Attendees will receive a basic overview of CPTED strategies and specific details on how to successfully implement this program within their city.

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

Refreshment Break in the Exhibit Hall

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

Brownfields Redevelopment as a Holistic CRA Redevelopment Catalyst

This session explores successful projects utilizing the State Brownfields Program and EPA Brownfields grants to redevelop stigmatized properties into affordable housing, commercial, industrial, mixed-use and ecological enhancement end uses addressing community concerns, including economic/community development, environmental justice, health equity and sustainability while also increasing taxable values within CRAs.

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

Defining Rural Main Streets in an Urbanizing Florida

Population growth – from outside and within Florida – brings increasing traffic volumes and vehicle speeds through Florida’s rural main streets. Interstate highways are cutting up small Florida towns with commercial and personal vehicles, making it unsafe for cyclists and pedestrians and destroying city centers. Highways such as SR 27 and US 41 that converge in downtown Williston have torn apart its historic downtown. Seeking to reconnect its community, Williston is collaborating with planners, urban designers, and landscape architects to foster the redevelopment of downtown Main Street Williston. Learn how the community is overcoming the issues cre-

ated by these busy highways to promote a center with a strong sense of place and activity, walkable neighborhoods and shopping districts, and interconnected parks and schools.

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

Improving Your District One Facade at a Time

The CRA Facade Grant Program is an initiative aimed at revitalizing the district and attracting new businesses to the community. The program is designed to help property owners improve the exterior appearance of their buildings through a grant of up to \$100,000. This is a great opportunity for small-business owners and property owners to make much-needed improvements to their buildings without breaking the bank. Facade treatments are more than just a facelift on corridor properties. Facade treatments enhance the lives of residents, promote integrity in ever-changing communities and potentially increase the trust fund balance. This presentation includes a panel of program managers from a few CRAs discussing their facade programs and how any CRA can start or revamp their facade improvement program.

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

Networking Luncheon in the Exhibit Hall

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

Keynote Presentation: Saying ‘Yes’ to Affordable Cities: Supply, Stability, Subsidy



Keynote Speaker: *Shane Phillips*, speaker and author

Shane Phillips manages the Randall Lewis Housing Initiative for the UCLA Lewis Center for Regional Policy Studies. In this role, he supports faculty and student research, manages events and publishes research, policy briefs and educational materials. His work covers a wide range of housing topics including tenant protections, housing production policies and government revenue and financing reforms. Phillips hosts and produces the UCLA Housing Voice podcast.

In 2020, Phillips published “The Affordable City: Strategies for Putting Housing Within Reach (and Keeping it There)” with Island Press. His book argues for the co-prioritization of supply, stability and subsidy in housing

policy and offers over 50 strategies for improving housing affordability and access. Phillips has been published in outlets including The Atlantic and the Los Angeles Times and occasionally blogs at betterinstitutions.com.

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

Annual Membership Meeting

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

Synergizing Private Investment and Public Policy for Inclusive Urban Housing

Attendees will explore approaches for CRAs to synergize Florida's robust private development investment with smart public policy and investment to effectively address redevelopment needs that foster inclusive, equitable, mixed-income, mixed-use neighborhoods.

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

From the Ground Up: A Community-Driven Approach to Neighborhood Redevelopment

Join us to learn about the Greater Dunbar Initiative! The Dunbar neighborhood boasts a rich history and vibrant culture, but it also faces challenges such as limited housing options, crime and unemployment. The Greater Dunbar Initiative is a collaborative effort with residents to address these issues while celebrating the community's strengths. This workshop will explore the Initiative's plans to build high-quality mixed-income housing and financing strategies for mixed-income housing, increase access to services and economic opportunities, and improve public safety and neighborhood connectivity.

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

Your Community Redevelopment Plan

New research shows that most Florida redevelopment plans are outdated and irrelevant. Learn about this research and practical steps to update and align your redevelopment plan, grants and incentives to Florida Statutes, Chapter 163, Part III, keeping your plan at the forefront of your community's redevelopment.

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

Academy Graduation and Awards Banquet

Help us congratulate our Academy graduates, award winners and the 2024-2025 Board of Directors. (This event is included with a full registration. Guest tickets are an additional fee. See page 8 for details.)

FRIDAY, OCTOBER 25, 2024

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

Laws relevant to CRAs change often. Join us as we hold a session on hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss the 2019 changes to Florida Statutes, Chapter 163, Part III, and legislation on topics impacting redevelopment and CRAs.

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

Redevelopment Plan in a Post-CRA World

Many CRAs are sunseting in the next few years in Broward County and elsewhere in the state. Sunset strategies, TIF planning and management, new redevelopment organizational structures that don't use TIF and identification of funding sources could be discussed. New research shows that most Florida redevelopment plans are outdated and irrelevant. Learn about this research and practical steps to update and align your redevelopment plan, grants and incentives to Florida Statutes, Chapter 163, Part III, keeping your plan at the forefront of your community's redevelopment.

11:30 a.m.

Conference Adjourns

2024 FRA ANNUAL CONFERENCE REGISTRATION FORM

Tampa Marriott Water Street • Tampa, FL • October 22-25, 2024

Florida Redevelopment Association
P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3636 • mmontgomery@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 4, 2024**.

Registration Deadline: October 4, 2024. After October 4, 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 mmontgomery@flcities.com no later than 5:00 p.m. on October 4, 2024, 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 4, 2024, 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 (10/23-10/25)	\$395.00	\$495.00	_____
Full Registration (10/23-10/25) – After 10/4	\$495.00	\$595.00	_____
CRA Board Training Course (10/23 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (walking): Downtown Dunedin (10/23 7:30 a.m.)	\$50.00	\$50.00	_____
Tour (streetcar and walking): Downtown Tampa to Ybor City (10/23 7:30 a.m.)	\$50.00	\$50.00	_____
Tour (bus): West Tampa to East Tampa (10/23 7:30 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse Registration** (10/23-10/25)	\$325.00	\$325.00	_____
Extra Ticket: Academy Graduation and Awards Banquet (10/24 6:00 p.m.) <i>(The banquet ticket is included with a full registration and a guest registration. If attending the banquet only and not attending conference, a banquet ticket must be purchased.)</i>	\$75.00	\$75.00	_____
TOTAL			\$ _____