

2026 ANNUAL CONFERENCE

OCTOBER 20-23, 2026

**Sunseeker Resort Florida Gulf Coast,
Curio by Hilton, Charlotte Harbor**

#FRA2026

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Your Vision, Our Advocacy



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**Connect to: Sunseeker Meeting
Access Code: FRA2026**

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GO MOBILE!

The FRA Annual Conference schedule, speakers, and exclusive content are at **[FRAmobile.com](https://framobile.com)**



American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. More information about AICP's CM program can be found at planning.org/cm.



International Economic Development Council (IEDC)

This event is recognized by the IEDC as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).



Florida Bar (Ref #2309333N)

This event has been accredited for the following by the Florida Bar:

- **CLE Credits:**
General; Ethics
- **Certification Credit:**
Condominium and Planner Development Law; City, County, and Local Government Law; State and Federal Government and Administrative Practice; Real Estate



LETTER FROM THE PRESIDENT



Michele Hylton-Terry
2026-2027 FRA President

Welcome to Charlotte County and the 2026 Florida Redevelopment Association Annual Conference!

On behalf of the Florida Redevelopment Association (FRA), it is my distinct pleasure to welcome you to the 2026 Annual Conference at Sunseeker Resort in beautiful Charlotte County, nestled along Charlotte Harbor and the Peace River.

We are delighted to gather with passionate professionals, visionary leaders, elected officials, and community advocates who share a common purpose: strengthening Florida's communities through thoughtful, innovative, and impactful redevelopment.

My hope is that our time together will reaffirm our shared commitment to excellence in community redevelopment. Over the next several days, we will exchange ideas, explore emerging trends and best practices, celebrate the accomplishments of our agencies, and build upon the valuable lessons we've learned throughout the past year. Every conversation is an opportunity to strengthen our profession and better serve the communities that depend on us.

This year marked a historic milestone for our association with the inaugural **Redevelopment Week**, celebrated September 14-18, 2026. For the first time, community redevelopment agencies across Florida united to recognize and showcase the transformational work taking place in our cities, towns, and neighborhoods. I could not be prouder of the enthusiasm, creativity, and collaboration demonstrated by our members. Together, we celebrated as one redevelopment community, and I look forward to seeing Redevelopment Week continue to grow with even greater participation from CRAs across the state in the years ahead.

Serving as President of the Florida Redevelopment Association has been one of the greatest honors of my professional career. I am deeply grateful for the opportunity to represent this remarkable organization and to witness firsthand the extraordinary work being accomplished by redevelopment professionals throughout Florida.

We often say that redevelopment transforms communities one project at a time. More importantly, it transforms lives—creating opportunity, restoring pride, preserving history, and building places where future generations can thrive.

Thank you for your friendship, your partnership, and your unwavering commitment to this important work. I am proud to be an FRA member, an FRA-certified redevelopment professional, and to have had the privilege of serving as your President. Together, we are demonstrating what is possible when vision is matched with purpose and collaboration.

Thank you for being part of the 2026 Florida Redevelopment Association Annual Conference. I hope you leave Charlotte County inspired, energized, and equipped with new ideas, stronger relationships, and a renewed commitment to creating vibrant communities throughout Florida. We look forward to seeing you in 2027 at the Renaissance Orlando at SeaWorld.

A handwritten signature in blue ink, reading "Michele Hylton-Terry".

Michele Hylton-Terry
President, Florida Redevelopment Association

Thank you to the following Conference Program Committee members and their organizations for helping make this conference possible!

Chair:

Beneshea Frazier, Central Florida Regional Planning Council

Committee:

Ashley Anderson, CRA, City of Cape Coral

Erica Ballard, CRA, City of Cape Coral

Gwen Carlisle, CRA, City of Cape Coral

Deena Drumgo, City of Lake Wales

Zachary Gogel, CRA, City of Cape Coral

Kenna Hubai, Charlotte County

Michele Hylton-Terry, Fort Myers, CRA

Renée Jadusingh, Delray Beach, CRA

Mellone Long, Fort Myers, CRA

Jessica Newman, Wauchula Community Redevelopment Agency/Main Street Wauchula, Inc.

C. Howard Smith, City of Bartow, CRA

Christine Tibbs, Delray Beach, CRA

CONFERENCE-AT-A-GLANCE

(Name badge must be worn to access all conference events)

TUESDAY, OCTOBER 20, 2026

1:00 p.m. - 5:00 p.m.
Registration Desk Open
Marlin Foyer

3:00 p.m. - 5:30 p.m.
FRA Board of Directors Meeting
Bonito

WEDNESDAY, OCTOBER 21, 2026

7:00 a.m. - 6:00 p.m.
Registration Desk Open
Marlin Foyer

7:15 a.m. - 12:00 p.m.
Bus Tour: Historic Downtown Fort Myers Redevelopment Tour
(additional fee of \$50.00; pre-registration required)

7:15 a.m. - 12:00 p.m.
Bus & Boat Tour: Cape Coral CRA Waterfront Redevelopment Boat Tour
(additional fee of \$50.00; pre-registration required)

7:15 a.m. - 12:00 p.m.
Bus Tour: Charlotte County
(additional fee of \$50.00; pre-registration required)

8:00 a.m. - 12:00 p.m.
CRA Board Training Course
Royal Tern AB

11:30 a.m. - 6:30 p.m.
Exhibit Hall Open
Great Egret B

12:00 p.m. - 1:15 p.m.
Welcome Luncheon in the Exhibit Hall
Great Egret B

1:15 p.m. - 2:15 p.m.
Welcome and Keynote Address
Great Egret A

2:15 p.m. - 2:30 p.m.
Refreshment Break in the Exhibit Hall
Great Egret B

2:30 p.m. - 3:30 p.m.
Best Recipes for Return on Investment (ROI)
Royal Tern A

2:30 p.m. - 3:30 p.m.
From Corridor to Destination: Re-envisioning Lakeland's Memorial Boulevard
Royal Tern B

2:30 p.m. - 3:30 p.m.
From Transparency to Trust: Strategies for Communicating CRA Projects and Public Investment
Great Egret A

3:30 p.m. - 3:45 p.m.
Refreshment Break in the Exhibit Hall
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3:45 p.m. - 5:00 p.m.
Clean & Safe Programming
Royal Tern A

3:45 p.m. - 5:00 p.m.
A Connected Community: The Renaissance of Lake Wales
Royal Tern B

3:45 p.m. - 5:00 p.m.
Beyond Promotion: Using CRA Communications to Attract Business, Investment, and Redevelopment Opportunities
Great Egret A

5:00 p.m. - 6:30 p.m.
Welcome Reception in the Exhibit Hall
Great Egret B

6:30 p.m. - 7:00 p.m.
New Member Welcome
Kingfisher Boardroom

THURSDAY, OCTOBER 22, 2026

8:00 a.m. - 3:00 p.m.
Registration Desk Open
Marlin Foyer

8:00 a.m. - 1:00 p.m.
Exhibit Hall Open
Great Egret B

8:00 a.m. - 9:00 a.m.
Light Continental Breakfast in the Exhibit Hall
Great Egret B

9:00 a.m. - 10:15 a.m.
From Work Plan to Action: A Grassroots Approach to Mobility Programming
Royal Tern A

9:00 a.m. - 10:15 a.m.
Embrace your Superpower: Leveraging Partnerships to Support Economic Development
Royal Tern B

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Door-to-Door Dialogue
Great Egret A

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The St. Augustine Experience
Royal Tern A

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Creative Affordable Housing Strategies: Smart CRA Investments, Building ADUs, Unit Creation, and More
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1:00 p.m. - 2:30 p.m.
Keynote Address
Great Egret A

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

FRA Annual Membership Meeting

Great Egret A

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

The RITE Rebrand: Creating a Competitive Economic Ecosystem

Royal Tern A

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

Small Town Redevelopment

Royal Tern B

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

Workforce Housing Turns Twenty: Lessons Learned and Next Steps

Great Egret A

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

Banquet Reception

Great Egret Foyer

7:00 p.m. - 9:00 p.m.

Academy Graduation and Awards Banquet

Great Egret A/B

9:00 p.m. - 11:00 p.m.

After Hours Networking Event

Great Egret Foyer

FRIDAY, OCTOBER 23, 2026

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

Registration Desk Open

Marlin Foyer

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

Light Continental Breakfast

Great Egret Foyer

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

Breakfast with the Experts

Great Egret A

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

Hot Legal Topics in Redevelopment

Royal Tern A

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

Brownfields: Looking Beyond the "Brownfield Areas" Designation

Royal Tern B

11:30 a.m.

Conference Adjourns

CONFERENCE FLOOR PLAN



SCHEDULE OF EVENTS

(Schedule and speakers subject to change)

TUESDAY, OCTOBER 20, 2026

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

Registration Desk Open

Marlin Foyer

3:00 p.m. - 5:30 p.m.

FRA Board of Directors Meeting

Bonito

WEDNESDAY, OCTOBER 21, 2026

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

Registration Desk Open

Marlin Foyer

7:15 a.m. - 12:00 p.m.

Bus Tour: Historic Downtown Fort Myers Redevelopment Tour

(additional fee of \$50.00; pre-registration required)

Meet in the hotel lobby at 7:15 a.m. for boarding. Step into the story of a downtown area that has been redefining itself for more than four decades. This guided tour of Historic Downtown Fort Myers showcases the powerful evolution of the original redevelopment area—highlighting 42 years of vision, investment, and transformation.

Traveling to and from Sunseeker Resort, attendees will also gain insight into the momentum building across Fort Myers' three additional redevelopment areas: Cleveland Avenue, Dr. Martin Luther King, Jr. Boulevard, and East Fort Myers—each playing a critical role in the city's broader growth strategy.

At the heart of the experience is an immersive journey through the Downtown CRA, where energy and opportunity are reshaping the urban core. Explore key destinations such as Montage at Midtown, the Collaboratory, Sidney & Berne Davis Art Center, Common Ground, Florida Repertory Theatre, The Luminary Hotel, and Centennial Park.

From a thriving arts and culture scene to innovative public spaces, waterfront assets, and forward-looking mixed-use development, this tour delivers a compelling, on-the-ground perspective of how strategic redevelopment is driving connectivity, economic vitality, and a vibrant sense of place in Downtown Fort Myers.

7:15 a.m. - 12:00 p.m.

Bus & Boat Tour: Cape Coral CRA Waterfront Redevelopment Boat Tour

(additional fee of \$50.00; pre-registration required)

Meet in the hotel lobby at 7:15 a.m. for boarding. Join us to experience Cape Coral's remarkable waterfront transformation from a perspective few get to enjoy. This exclusive boat tour through the Cape Coral Community Redevelopment Area offers an up-close look at the public and private investments reshaping the City's downtown waterfront.

Cruise through the Bimini Basin as you learn about its ongoing redevelopment and the vision for this signature waterfront destination. View transformative mixed-use developments, along with waterfront parks, marina improvements, and other projects that are enhancing connectivity, creating vibrant public spaces, and attracting new investment throughout the CRA.

Along the way, City staff will discuss the redevelopment strategies, public-private partnerships, infrastructure investments, and long-term planning efforts that are driving economic growth while preserving Cape Coral's unique waterfront character. As an added highlight, participants will enjoy a front-row view of Florida's tallest American flag—a 250-foot landmark that was unveiled during the City's Fourth of July celebration and now serves as a striking new symbol along the Cape Coral skyline.

Whether you're seeking innovative redevelopment ideas, practical insights from an active CRA, or simply a memorable experience on the water, this tour provides an engaging look at redevelopment in action and the vision shaping Cape Coral's future.

7:15 a.m. - 12:00 p.m.

Bus Tour: Charlotte County

(additional fee of \$50.00; pre-registration required)

Meet in the hotel lobby at 7:15 a.m. for boarding. Charlotte County's Community Redevelopment Areas showcase a dynamic mix of growth, renewal, and community investment. In the Charlotte Harbor CRA, Sunseeker Resort highlights the area's appeal with its relaxed yet luxurious waterfront experience. Nearby, the Parkside CRA is undergoing significant transformation, with the former Cultural Center site set to be rebuilt as a central hub for the emerging

SCHEDULE OF EVENTS

Parkside Community. McGuire Park has already been revitalized into a vibrant gathering space featuring a splash pad, sports courts, a ninja ropes course, and a fishing dock. The Family Services Center serves as a vital resource, uniting numerous organizations to provide essential services and programs for residents of all ages. To the northwest, West Port is emerging as a major master-planned community near key attractions like the fairgrounds and sports facilities, including Charlotte Sports Park—an 82-acre venue and spring training home of the Tampa Bay Rays that also offers year-round events, recreation, and access to nearby environmental trails.

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

CRA Board Training Course

Royal Tern AB

Presented by: *Renée Jadusingh, Esq., FRA-RA, FRA*
Past President, Executive Director, Delray Beach CRA

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

Great Egret B

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

Welcome Luncheon in the Exhibit Hall

Great Egret B

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

Welcome and Keynote Address

Great Egret A

Keynote Presentation: Current Economic Development Projects

Keynote Speaker: *John Talmage,*
Lee County Economic
Development Office, Fort Myers

Join us for an engaging keynote presentation featuring an insightful discussion of current economic development projects and the trends shaping communities today. Drawing on extensive experience and expertise,



Mr. Talmage will share real-world perspectives, emerging opportunities, and the challenges facing economic development professionals. Presented in a conversational style without slides or notes, this dynamic session encourages meaningful dialogue and offers attendees a unique opportunity to hear firsthand insights into the issues influencing growth, investment, and redevelopment across our communities.

John has spent nearly 40 years working in local economic and community development, both for municipal governments and national research organizations. Currently, John is the Director of Economic Development for Lee County. Previously, he served as the Chief of Staff to the City Manager of the City of Fort Myers and for several years on the Sanibel City Planning Commission.

John began his career working for the New York City Council during the Dinkins and Giuliani Administrations, focusing on development along the Brooklyn Heights, Williamsburg, and Greenpoint waterfronts. He directed Economic Development for the City of New Orleans during the Nagin Administration and served as a Senior Policy Advisor to Mayors Diaz of Miami and Mallory of Cincinnati.

John left local government to serve as the CEO/President of Social Compact, a research organization that serves the federal regulatory community, cities across the country, and community development organizations specializing in micro-market and demographic research.

John facilitates a Community Real Estate Development Program for the University of South Florida's Florida Institute of Government throughout Florida and is a Senior Research Fellow in Economic Development at the Florida International University's Metropolitan Institute.

John has served on a number of boards, including the Florida Export Finance Corporation, Florida Community Loan Fund, Habitat for Humanity of Lee & Hendry Counties, CareerSource Southwest Florida, Foundation for Lee County Public Schools, Sanibel Community Association, F.I.S.H., CROW, and the Sanibel Sea School. John has been recognized for his work in community development by both the United States Congress and the New York State Assembly and has received over 35 awards for his contributions to economic and community development around the country.

SCHEDULE OF EVENTS

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

Refreshment Break in the Exhibit Hall

Great Egret B

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

Best Recipes for Return on Investment (ROI)

Royal Tern A

Moderator: *Renée Jadusingh, Executive Director, CRA, City of Delray Beach*

Speakers: *Peter Altman, Councilman and Finance Director, City of New Port Richey and City of Dade City; Bob Ironsmith, CRA Director, City of Dunedin CRA; Grady Pridgen, Redeveloper, Pridgen Development*

How does your CRA financial plan stack up? Redevelopment plans need a balanced strategy for maximum success. Private sector blight removal and replacement creates a needed increment for public sector enhancements that will support long-term sustainability. This program focuses on convincing ways to gain support to plan, budget, and build.

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

From Corridor to Destination: Re-envisioning Lakeland's Memorial Boulevard

Royal Tern B

Moderator: *Jared Beck, Director, City of Homestead CRA*

Speakers: *Valerie Vaught, CRA Manager, City of Lakeland CRA; Jonathan Rodriguez, Project Manager, City of Lakeland CRA; Binoy Panicker, Sr. Director of Planning & Infrastructure, Ayres Associates; Craig Brashier, Director of Planning, NVS*

See how one corridor can change a city's trajectory. This session showcases Lakeland's approach to repositioning Memorial Boulevard through strategic planning for corridor infrastructure investments, market-ready redevelopment sites, and community-centered planning, to create vibrant gateways, stronger mobility connections, and catalytic opportunities for long-term economic growth.

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

From Transparency to Trust: Strategies for Communicating CRA Projects and Public Investment

Great Egret A

Moderator: *Felix Nunez, CRA Development Manager, CRA, City of Tampa - Economic & Urban Development Department*

Speaker: *Taylor Mobbs, CRA Manager, CRA, City of Jacksonville Beach*

This session will explore practical, modern communication strategies that CRAs of all sizes can implement to effectively disseminate information, increase transparency, and strengthen public confidence. Attendees will learn how to leverage short-form video updates, newsletters, social media, and visual storytelling to translate complex redevelopment initiatives into clear, accessible, and engaging content.

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

Refreshment Break in the Exhibit Hall

Great Egret B

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

Clean & Safe Programming

Royal Tern A

Moderator: *Jesus Nino, CRA Executive Director, CRA, City of Clearwater*

Speakers: *Jamael Stewart, Clean and Safe Manager, City of Riviera Beach CRA; Michael Coleman, Chief of Police, City of Riviera Beach P.D.; Annetta Jenkins, Director of Neighborhood Services, City of Riviera Beach; Gedel Merzius, Executive Director, City of Riviera Beach CRA*

This session explores how Clean & Safe Programming strengthens community policing through proactive engagement, beautification, and cross-department collaboration. Learn how ambassadors, data-driven deployment, and neighborhood partnerships reduce quality-of-life issues, build trust, and create safer, more vibrant redevelopment districts.

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

A Connected Community: The Renaissance of Lake Wales

Royal Tern B

Moderator: *Deena Drumgo, Assistant City Manager, City of Lake Wales*

Speakers: *Deena Drumgo, Assistant City Manager, City of Lake Wales; James Slaton, City Manager, City of Lake Wales; Keith Thompson, Deputy Mayor, City of Lake Wales*

Lake Wales CRA is revitalizing its historic "City in a Garden" vision with pedestrian-friendly streetscapes, lush landscaping, the expansion of mixed-use

SCHEDULE OF EVENTS

housing, and the restoration of landmarks such as the Walesbilt Hotel. Guided by tactical planning documents, the city aims to strengthen mobility, preserve history, enhance quality of life, and build a vibrant, connected community.

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

Beyond Promotion: Using CRA Communications to Attract Business, Investment, and Redevelopment Opportunities

Great Egret A

Moderator: *Veronica Edwards Phillips, Mayor, City of Lauderdale Lakes*

Speakers: *Sharon McCormick, Director of Business Attraction & Marketing, RMA; Brenda Thrower, West Tampa & Ybor City CRA Development Manager, City of Tampa; Renee Roberts Rosario, Project/Marketing Coordinator, CRA, Town of Lake Park*

This session explores how CRAs can use communications as a strategic redevelopment tool rather than just a promotional function. Attendees will learn how to market CRA projects, programs, and opportunities in ways that support business attraction, investor confidence, and private-sector engagement while staying compliant with statutory requirements. Through practical examples and a clear decision-making framework, this session will help CRA professionals shift from marketing and promotion to purposeful communications that advance redevelopment outcomes.

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

Welcome Reception in the Exhibit Hall

Great Egret B

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

New Member Welcome

Kingfisher Boardroom

THURSDAY, OCTOBER 22, 2026

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

Registration Desk Open

Marlin Foyer

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

Exhibit Hall Open

Great Egret B

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

Light Continental Breakfast in the Exhibit Hall

Great Egret B

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

From Work Plan to Action: A Grassroots Approach to Mobility Programming

Royal Tern A

Moderator: *Elizee Michel, Executive Director, Westgate CRA*

Speakers: *Denise Pennell, Director of Planning and Development, Westgate CRA; Jonathan Hopkins, Executive Director, WPBgo Mobility Coalition; Amelia Sherfield, Program Director, WPBgo Mobility Coalition*

To secure high-density land use as an incentive for vertical redevelopment in the Westgate CRA, an action-driven traffic mitigation work plan was developed, leveraging CRA funds to address anticipated traffic congestion through infrastructure improvements, programmatic initiatives, and P3 cross-jurisdictional partnerships. The CRA launched an innovative, incentives-based, voluntary Traffic Demand Management (TDM) program in collaboration with the WPBgo Mobility Coalition to encourage multimodal alternatives for large employers, multifamily developments, institutions, and residential neighborhoods district-wide.

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

Embrace your Superpower: Leveraging Partnerships to Support Economic Development

Royal Tern B

Moderator: *Beneshea Frazier, Economic Development Director, Central Florida Regional Planning Council*

Speakers: *Beneshea Frazier, Economic Development Director, Central Florida Regional Planning Council; Brenda Torres, Community Engagement Manager and Senior Planner, Central Florida Regional Planning Council; Marisa Barmby, Program Manager - Planning and Research, Central Florida Regional Planning Council; Ken LeBlanc, President, X-Urban Construction*

The session will describe how communities can engage with and leverage community partners. It will showcase how Regional Planning Councils (RPCs) play key roles in revitalization, how local stakeholders are vital partners in redevelopment, and how communities can leverage similar partnerships to advance economic development.

SCHEDULE OF EVENTS

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

Door-to-Door Dialogue

Great Egret A

Moderator: Charles Rudd, FRA Board of Directors

Speakers: Angela Hibbard, CRA Manager, City of Winter Haven, and Tanya Ayers, Safe Neighborhoods Director, City of Winter Haven

Safe Neighborhoods Initiative – Going door-to-door, engaging residents. Hear about the trials and successes of bringing multiple departments together to work as one doing a neighborhood outreach. See which tools and resources can make your walk more productive and leave a bigger impression in your city.

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

Refreshment Break in the Exhibit Hall

Great Egret B

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

The St. Augustine Experience

Royal Tern A

Moderator: Deena Drumgo, Assistant City Manager, City of Lake Wales

Speaker: Jaime Perkins, Director of Community Services, City of St. Augustine CRA

Discover how St. Augustine leverages three distinct Community Redevelopment Areas (CRAs) to preserve its rich history while fostering strategic growth and economic vitality. This session explores how each CRA reflects the unique character and priorities of its district, supporting targeted redevelopment, infrastructure investment, and community enhancement. Attendees will gain insight into the City's innovative special projects and programs—from historic preservation, mobility improvements, and residential repair to grant programming, public space enhancements, and economic development initiatives—that collectively shape the St. Augustine experience. Learn how coordinated planning, public-private partnerships, and community engagement drive sustainable progress in the Nation's Oldest City.

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

Creative Affordable Housing Strategies: Smart CRA Investments, Building ADUs, Unit Creation, and More

Royal Tern B

Moderator: Renée Jadusingh, Executive Director, Delray Beach CRA

Speakers: Christine Tibbs, Assistant Director, City of Delray Beach CRA, and Be Parks, Community Development Coordinator, City of Tampa CRA

The session explores how the Tampa CRA dedicates 30% of its budget to affordable housing through unit creation, rehabilitation, infill development, down payment assistance, and strategic acquisition. It also highlights Delray Beach CRA's recent Accessory Dwelling Unit study and an innovative ADU townhouse project expanding local housing options.

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

Designing the Future: Parks, CPTED, and CRA Guidelines that Shape Redevelopment

Great Egret A

Moderator: Alisa Burleson, CRA Administrator, City of Fort Walton Beach

Speakers: Chris Frassetto, Community Redevelopment Director, City of Niceville; Alessandria Palmer, Associate, Kimley-Horn; Alisa Burleson, CRA Administrator, City of Fort Walton Beach

This session highlights how the City of Niceville and the City of Fort Walton Beach are using design-driven strategies to guide impactful redevelopment within their Community Redevelopment Areas. The presenters will demonstrate how intentional design choices shape public spaces, elevate safety and mobility, and support long-term redevelopment goals. The session will also explore how CRAs can utilize design guidelines to influence both public and private investment, establish a cohesive district identity, and create resilient, high-quality places. Attendees will leave with practical, replicable strategies for integrating design, safety, and phased implementation into their own CRA projects.

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

Networking Luncheon in the Exhibit Hall

Great Egret B

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

Keynote Address

Great Egret A

Sponsor: We Strategize LLC

SCHEDULE OF EVENTS

Keynote Speaker: *Shellie Phelps Whitfield*

Keynote Presentation: Becoming a Very Big Fish – A Small Town’s Journey to Becoming Who They Always Were

“Becoming a Very Big Fish” is the candid story of a small town’s creativity, teamwork, resilience, and incredible transformation. This presentation blends storytelling with practical wisdom on how towns – and people – can discover their own unique superpower by embracing authenticity. Attendees will leave believing that growth and positive change are possible, even in the most unlikely places.

Shellie Phelps is a nationally recognized public speaker and community consultant who helps small towns rediscover their identity through creative revitalization. A lifelong artist and art educator, she blends vision, storytelling, and collaboration to inspire communities across the United States. This year, she has launched a pilot program through the North Florida Economic Development Partnership to take a boots-on-the-ground approach with a Rural Revitalization Revival in North Florida. She has had the opportunity to work with the communities featured on the hit HGTV show “Home Town Takeover” and recently published her first book, *Becoming a Big Fish*.



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

FRA Annual Membership Meeting

Great Egret A

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

The RITE Rebrand: Creating a Competitive Economic Ecosystem

Royal Tern A

Moderator: *Laura Smith, Manager, Urban Analytics, GAI Consultants/Community Solutions Group*

Speakers: *Debbie Thomas, Economic Development Manager, Town of Davie, and Cheryl Ellett, CRA Program Manager, Town of Davie*

The Davie Community Redevelopment Agency (CRA) will discuss its rebranding initiative, covering the

risks and benefits of rebranding, effective marketing techniques, strategies for engaging the business community, and the overall rebranding process. Participants will gain insights to assess the suitability of rebranding for their needs.

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

Small Town Redevelopment

Royal Tern B

Moderator: *Trish Pfeiffer, Commissioner, City of Bartow*

Speakers: *C. Howard Smith, Executive Director, City of Bartow CRA, and Antranette Forbes, Director, Economic Development, City of Apopka*

This is a targeted discussion focused on revitalizing underused areas in the Cities of Apopka and Bartow. The redevelopment focuses on strengthening the local economy and improving the quality of life while preserving the two cities’ identities and character as Small Towns. Unlike large urban redevelopment, Apopka’s and Bartow’s Small-Town redevelopment is incremental for commercial and residential development, community-driven, and place-based for community activation.

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

Workforce Housing Turns Twenty: Lessons Learned and Next Steps

Great Egret A

Moderator: *Jared Beck, Director, City of Homestead CRA*

Speakers: *Inna Stafeychuk, Senior Planner, Palm Beach County Planning Division; Sarah Bishop, Planner, Palm Beach County Planning Division; Jeffrey Gagnon, Interim Planning Director, Palm Beach County; Michael Howe, Senior Planner, Palm Beach County*

Palm Beach County’s Workforce Housing Program is entering its 20th year. It has evolved as conditions have changed; today, it has over 1,500 rental units and several hundred for-sale units to its credit, including some delivered in partnership with local CRAs. Panelists will share successes and challenges, both past and present.

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

Banquet Reception

Great Egret Foyer

SCHEDULE OF EVENTS

7:00 p.m. - 9:00 p.m.

Academy Graduation and Awards Banquet

Great Egret A/B

Sponsor: Burkhardt Construction

Help us congratulate our Academy graduates, award winners, and the 2025-26 Board of Directors. (This event is included with a full registration. Guest tickets are an additional fee).

9:00 p.m. - 11:00 p.m.

After Hours Networking Event

Great Egret Foyer

FRIDAY, OCTOBER 23, 2026

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

Registration Desk Open

Marlin Foyer

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

Light Continental Breakfast

Great Egret Foyer

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

Breakfast with the Experts

Great Egret A

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

Royal Tern A

Moderator: *Cedric McCray, CRA Director, City of Tampa*

Speakers: *Renée Jadusingh, Executive Director, City of Delray Beach CRA, and Cliff Shepard, FRA General Counsel, Shepard, Smith, Hand & Brackins, P.A.*

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

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

Brownfields: Looking Beyond the “Brownfield Areas” Designation

Royal Tern B

Moderator: *Laura Smith, Manager, Urban Analytics, GAI Consultants/Community Solutions Group*

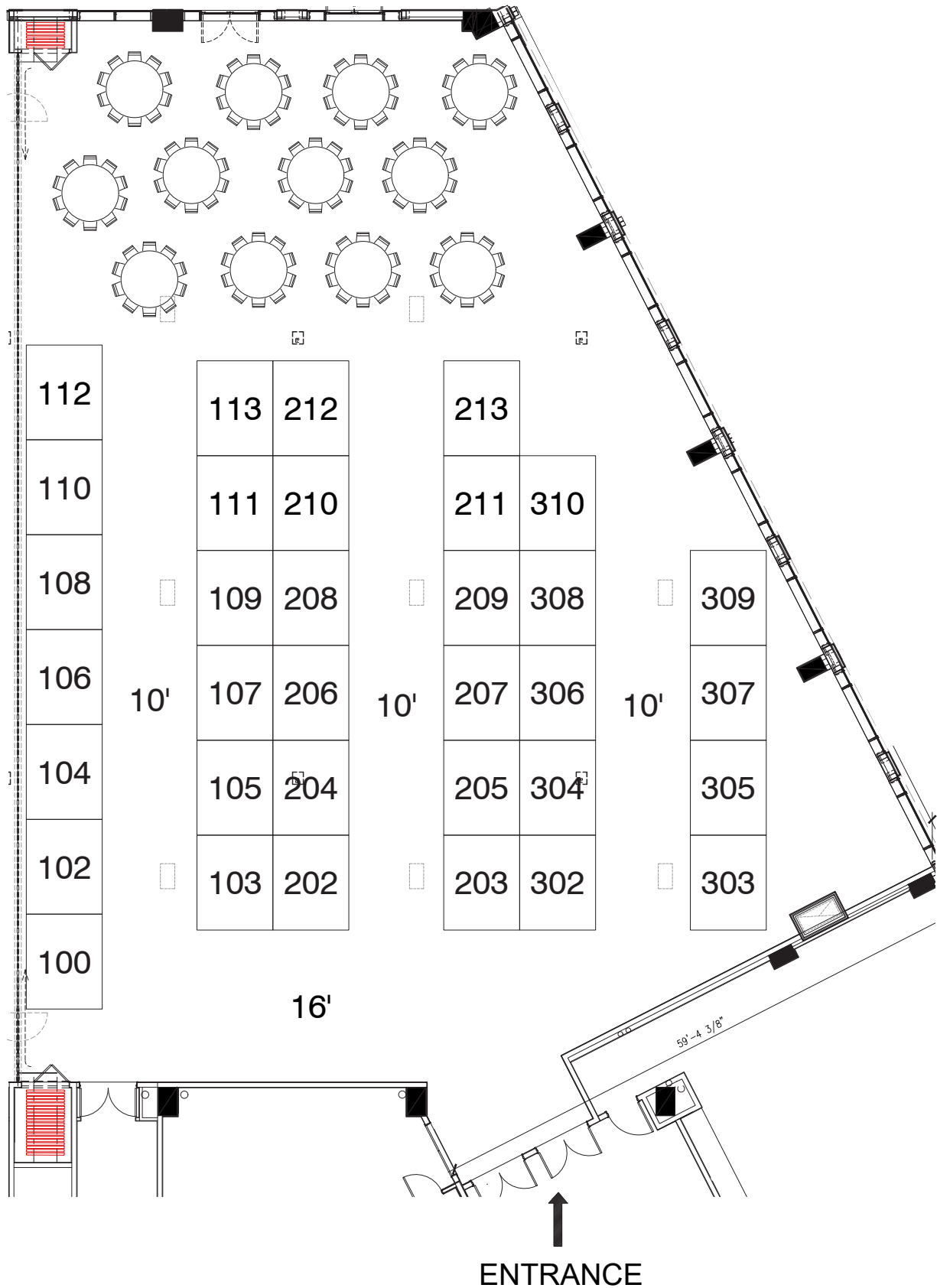
Speakers: *Samia Singleton, Community Redevelopment Agency Director, City of Kissimmee, and Luis Nieves-Ruiz, FAICP Director of Economic Development, East Central Florida Regional Planning Council*

For many Florida CRAs, the term “Brownfield Area” carries a heavy stigma that can alienate property owners and create public relations hurdles for local governments. But what if you could access federal cleanup resources without the immediate “blanket” designation? This session explores a strategic reversal of the traditional process: securing EPA Assessment Grants first to identify actual environmental conditions before committing to a formal local resolution. We will discuss how to leverage federal funding for site assessments, engage property owners without causing “designation dread,” and ensure that formal Brownfield Area boundaries are only drawn when—and where—contamination actually exists. Join us to learn how to navigate the technicalities of the FDEP and EPA programs while protecting your city’s image and property values.

11:30 a.m.

Conference Adjourns

EXHIBIT HALL FLOOR PLAN



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The Fort Myers Community Redevelopment Agency (CRA) is dedicated to revitalizing designated areas of the City by eliminating slum and blight, stimulating private investment, and improving the quality of life for residents, businesses, and visitors.

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