



**Mark Your Calendars!**



Florida Redevelopment Association  
**2008**  
**Annual Conference**

**HYATT REGENCY DOWNTOWN TAMPA**

**October 22-24, 2008**

**[www.redevelopment.net](http://www.redevelopment.net)**



# Florida Redevelopment Association

## “Redevelopment and the Creative Economy”

Hyatt Regency Downtown Tampa

October 22-24, 2008



### KEYNOTE SPEAKERS

**Carol Coletta**  
Smart City Radio



**Joe Riley**  
Mayor, City of  
Charleston, SC



**Donovan Rypkema**  
PlaceEconomics



### Tracks

**I The Art of Redevelopment Practice** – Technical and best practices sessions, to include: administrative issues, compliance, CRA basics, legal and legislative issues, affordable housing, financing, construction, redevelopment techniques, etc.

**II Events, Attractions and Placemaking** – The “how to” strategies for redevelopment using: event planning, festivals, art shows, exhibits, parades, green markets, passive recreation parks, theatre restorations, events to create places that draw people for casual entertainment and recreation and which create economic impact and enhance the “livability” of our target areas.

**III Economic Impacts of Entertainment and the Arts** – This track will focus on the creative side of our communities economies and how CRAs provide recurring economic benefit while providing economic value to enhance the taxpayer’s “bottom line” or return from redevelopment efforts in Florida.

### Session Topics (Tentative and subject to change)

- Abracadabra – Adjusting Project Plans to Changing Times
- Affordable Housing Development and Design in CRA Districts – Lessons Learned and The California Model
- Creative Economy: Placemaking-The Essence of Redevelopment
- Creative and Effective Marketing and Outreach Programs
- Density – Creating Desirable Livable Cities by Letting Cities be Cities
- Hands-on Design Training for Planning Commissioners and Public Officials
- Historic Preservation
- How to Plan, Attract and organize Art Successful Special Events/Festivals/Celebrations on a Shoestring
- Implementing Effective Redevelopment Strategies
- Measuring the Economic Impacts of Florida Redevelopment in Job Creation and Economic Revitalization

- Multi Cultural Tourism
- Public/Private Partnerships
- Stranded by Strand-Financial Alternatives in Troubled Times
- Street Life and Economic Vitality
- Streetscapes, Parks and Public Facilities
- Tapping Investment Funding (Strategies for Growing Businesses)

The Roy F. Kenzie and W. Thomas Mills Annual Awards Program Ceremony will be held at the opening lunch on Wednesday, October 22, 2008.

### Redevelopment Tours

Registration for FRA’s “Quality Redevelopment Tours” on Tuesday, October 21 and Wednesday October 22 will be available soon online and in future conference programs. We will be sending out information on the details as soon as they are available. For further information, contact Jan Piland at 850-701-3622.

### Tuesday, October 21

St. Petersburg, Bradenton, Tarpon Springs and their surrounding redevelopment areas, and Hillsborough County redevelopment areas

### Wednesday, October 22

Tampa CRA areas

### Professional Certification Credits

Attendees will be eligible for certification credits from the new Florida Redevelopment Association Certification Program, the American Planning Association Florida Chapter, the Florida Bar, and the International Economic Development Council. For further information, check the website and program materials.

Remember to check the website at [www.redevelopment.net](http://www.redevelopment.net) for up-to-date conference information!