

Florida Redevelopment Association (FRA)
ANNUAL CONFERENCE

October 20-23, 2026

Sunseeker Resort Florida Gulf Coast, Curio by Hilton
Charlotte Harbor

REGISTRATION INFORMATION

The **2026 Florida Redevelopment Association Annual Conference** will be held on **October 20-23, 2026**, at the **Sunseeker Resort Florida Gulf Coast, Curio by Hilton**, in Charlotte Harbor.

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 25, 2026:** Conference registration fee increases by \$100.00 after 5:00 p.m.
- ▶ **October 2, 2026:** Last day to reserve hotel accommodation with group block
- ▶ **October 16, 2026:** Online registration closes

REGISTRATION FEES

Full Registration (October 20-23, 2026)

Member: \$495.00; Nonmember: \$595.00
(Late registration fee applied September 26, 2026)
Member: \$595.00; Nonmember: \$695.00

CRA Board Training Course (October 21)
\$50.00

Tours (October 21, 2026)
\$50.00 per tour (1 tour per person)

Academy Graduation and Awards Banquet
(October 22, 2026)
\$75.00 Guest Ticket

Guest/Spouse Registration (October 20-23, 2026)
(Nonprofessional relations only)
\$325.00

Full registration and **guest/spouse** registration fee covers 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 registration/guest for all registrations made after 5:00 p.m. on September 25, 2026.

CANCELLATION POLICY

Conference registration cancellation requests must be emailed to mmontgomery@flcities.com no later than 5:00 p.m. on September 25, 2026, 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 September 26, 2026, 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 9 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 **September 25, 2026**.

HOTEL INFORMATION

The Sunseeker Resort Florida Gulf Coast, Curio by Hilton, 5500 Sunseeker Way, Charlotte Harbor, is the conference venue. Your paid registration confirmation email will include a hotel booking link to secure your reservation. Note that hotel reservations are not available until conference registration opens. The cutoff date for reservations is **October 2, 2026**. The FRA has secured the special rate of \$225/night + 12% tax. The FRA room block tends to fill up quickly, so reserve your room once your registration is complete. 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. Self-parking for overnight conference attendees has been discounted to \$10/night plus tax.

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 20, 2026

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

Registration Desk Open

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

FRA Board of Directors Meeting

WEDNESDAY, OCTOBER 21, 2026

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

Registration Desk Open

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

**Tour (bus): Historic Downtown Fort Myers
Redevelopment Tour**

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

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.

**Tour (bus & boat): Cape Coral CRA Waterfront
Redevelopment Boat Tour**

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

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 unveiled during the City's Fourth of July celebration and now a striking new symbol in 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.

Tour (bus): Charlotte County

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

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 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

Presented by: Renee 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

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

Keynote Presentation: Current Economic Development Projects



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 served 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 serving the federal regulatory community, cities around 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 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.

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

Refreshment Break in the Exhibit Hall

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

Best Recipes for Return on Investment (ROI)

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

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

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

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

Clean & Safe Programming

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

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

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 to 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

THURSDAY, OCTOBER 22, 2026

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 Work Plan to Action: A Grassroots Approach to Mobility Programming

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, incentive-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

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.

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

Door-to-Door Dialogue

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

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

Refreshment Break in the Exhibit Hall

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

The St. Augustine Experience

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, residential repair, and grant programming to 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

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

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

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

Keynote Address

Keynote Speaker: Shellie Phelps, Artist, Author, Public Speaker, and Community Consultant

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.

Annual Membership Meeting

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

The RITE Rebrand: Creating a Competitive Economic Ecosystem

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

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 identities and character of the two cities as Small Towns.

Unlike large urban redevelopment, the City of Apopka and City of 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 20: Lessons Learned and Next Steps

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

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

Academy Graduation and Awards Banquet

Help us congratulate our Academy graduates, award winners, and the 2026-2027 Board of Directors. (This event is included with a full registration. Guest tickets are available for an additional fee. See page 9 for details.)

FRIDAY, OCTOBER 23, 2026

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

Registration Desk Open

8:30 a.m. - 9:30 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 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, and legislation on topics impacting redevelopment and CRAs.

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

Brownfields: Looking Beyond the “Brownfield Areas” Designation

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

2026 FRA ANNUAL CONFERENCE REGISTRATION FORM

Sunseeker Resort Florida Gulf Coast, Curio by Hilton • Charlotte Harbor • October 20-23, 2026

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 **September 25, 2026**.

Registration Deadline: After 5:00 p.m. on September 25, 2026, 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 September 25, 2026, 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 September 26, 2026, 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 (October 20-23, 2026)	\$495.00	\$595.00	_____
Full Registration (October 20-23 – After September 25)	\$595.00	\$695.00	_____
CRA Board Training Course (October 21 at 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Historic Fort Myers (October 21 at 7:15 a.m.)	\$50.00	\$50.00	_____
Tour (bus/boat): Cape Coral CRA Waterfront (October 21 at 7:15 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Charlotte County (October 21 at 7:15 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse Registration** (October 20-23, 2026)	\$325.00	\$325.00	_____
Extra Ticket: Academy Graduation and Awards Banquet (October 22 at 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 conference, a banquet ticket must be purchased.)	\$75.00	\$75.00	_____
TOTAL			\$ _____