



THE FLORIDA
REDEVELOPMENT
ASSOCIATION

2025
FRA ANNUAL CONFERENCE

October 14-17, 2025
Hilton West Palm Beach

#FRA2025

REGISTRATION INFORMATION

The **2025 Florida Redevelopment Association Annual Conference** will be held on **October 14-17, 2025**, at the **Hilton West Palm Beach** in West Palm Beach.

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 12, 2025:** Last day to reserve hotel accommodation with group block.
- ▶ **September 26, 2025:** Conference registration fee increases by \$100.00 after 5:00 p.m.
- ▶ **October 10, 2025:** Online registration closes.

REGISTRATION FEES

Full Registration (October 14-17, 2025)

Member: \$395.00; Nonmember: \$495.00

(Late registration fee applied September 27, 2025)

Member: \$495.00; Nonmember: \$595.00

CRA Board Training Course (October 15, 2025)

\$50.00

Tours (October 15, 2025)

\$50.00 per tour (1 tour per person)

Academy Graduation and Awards Banquet

(October 16, 2025)

\$75.00 Guest Ticket

Guest/Spouse Registration (October 14-17, 2025)

(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 26, 2025.

CANCELLATION POLICY

Conference registration cancellation requests must be emailed to mmontgomery@flcities.com no later than 5:00 p.m. on September 26, 2025, 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, 2025, 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 **October 10, 2025**.

HOTEL INFORMATION

The Hilton West Palm Beach, 600 Okeechobee Boulevard, West Palm Beach, is the conference venue and is not accepting reservations at this time. Your paid registration confirmation will include the hotel booking link for you to secure a reservation. The cutoff date for reservations is **September 12, 2025**. The FRA has secured the special rate of \$289/night + 13% 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 is not available at this property. However, valet services are offered to our group at the discounted rate of \$25/night plus tax. This rate also applies to those who are not staying on property but are attending the conference daily.

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 14, 2025

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

Registration Desk Open

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

FRA Board of Directors Meeting

WEDNESDAY, OCTOBER 15, 2025

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

Registration Desk Open

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

Tour (bus): West Palm Beach/Riviera Beach

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

Attendees will explore the transformation of West Palm Beach and Riviera Beach, starting with the Historic Northwest District, where cultural heritage and modern development converge. Highlights include the iconic Sunset Lounge, Styx Promenade, and Heart and Soul Park, all key to the district's revitalization. The tour continues to the Riviera Beach Marina Village, a reimagined waterfront offering recreation, culture, and economic opportunity. Finally, attendees will visit the NORA (North Railroad Avenue) district, a sustainable, mixed-use development that blends adaptive reuse with modern design. Each stop showcases how public-private partnerships (P3s) are reshaping neighborhoods, preserving heritage, and driving dynamic growth, all while fostering a stronger sense of community.

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

Tour (bus): Delray Beach/Boynton Beach

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

Join us for a dynamic and immersive tour that will showcase two of Palm Beach County's charming – and growing! – coastal towns: Delray Beach, affectionately known as the “Village by the Sea,” and Boynton Beach, the “Gateway to the Gulf Stream.” This informative guided tour highlights key investments both communities are making to ensure community-centered, inclusive growth that supports both people and place. In Delray Beach, visit affordable and workforce housing developed in

partnership with local nonprofits, new commercial spaces in The Set that support small businesses while preserving the neighborhood's cultural identity, and strategic CRA investments in downtown infrastructure that have played a pivotal role in enhancing the area's vibrancy and appeal. In Boynton Beach, visit the new Town Square complex, view active development sites along East Ocean Avenue and Boynton Beach Boulevard, and tour the Boynton Harbor Marina, a key anchor for downtown activity and recreational experiences. The tour concludes in the Heart of Boynton with an inside look at vital affordable housing developments and a mixed-use project that is shaping the community.

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

Tour (bus): Lake Worth/West Gate

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

Explore innovative housing, infrastructure, and redevelopment projects in the Westgate and Lake Worth Beach CRAs. The tour begins in Westgate, just west of downtown West Palm Beach, with a visit to the Dennis P. Koehler Preserve— a 7.5-acre lake serving as a park and stormwater mitigation site. Next, see the \$11M Westgate Avenue Streetscape Project and other key CRA-led improvements like South Westgate Estates' cottage housing, Oswego Oaks Park, and Westgate Dog Park. The tour continues past new multifamily developments along Congress Avenue, the future 47-acre Palm Beach Kennel Club redevelopment, and The Hangar—a luxury car storage facility with community space. In Lake Worth Beach, visit vibrant mixed-use developments like Deco Green and the MID, as well as the transit-oriented Lake Worth Station. Stroll through the historic district to see charming Lake Worth Cottages, then visit Downtown Lake Worth Beach and the iconic Gulfstream Hotel, now under restoration. The tour concludes with stops at major redevelopment sites including The Bohemian, a Brightline-connected residential project, and Madison Terrace, a planned affordable senior housing community, before returning to West Palm Beach.

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

Tour (walking): City Place/Downtown

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

Get your steps in on this up-close and personal walking tour of the streetscapes and real estate developments along the Rosemary Avenue and Clematis Street corridors! We'll start walking from the Hilton West Palm Beach lobby past the Restoration Center hardware anchor store on Okeechobee Boulevard into the heart of City Place, where you'll hear brief presentations from the developer as well as the design team that helped bring their vision to life. After a quick presentation, we'll have breakfast at Maman and continue our walk to Clematis Street, the nightlife hub of downtown West Palm Beach! We'll continue our tour walking east on Clematis Street, hearing from the design team and the West Palm Beach CRA about streetscape planning, design, and implementation. You'll also hear from the contractor about how the corridor was kept accessible during construction to keep pedestrian traffic flowing through the area. Once we reach the waterfront at Flagler Drive and Clematis Street, you'll get to listen to a presentation from the CRA about how they activate the waterfront for events and the exciting future the City/CRA has in store for the area. After the waterfront presentation, we'll start to head back to the hotel, but make one more stop at the Chase/Trinity streetscape project, where attendees will get to see a full streetscape project in action. Please wear comfortable shoes and bring a bottle of water. Total distance will be between 2 and 2.5 miles!

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

CRA Board Training Course

Presented by: Jeff Burton, Ph.D., FRA-RA, Executive Director, City of Bradenton 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 Presentation: The Walkable City



Keynote Speaker: *Jeff Speck*, Partner, Speck Dempsey LLC

Jeff Speck is a city planner and author who advocates internationally for more walkable cities. As Director of Design at the National Endowment for the Arts from 2003 through 2007, he presided over the "Mayors' Institute on City Design" and created the Governors' Institute on Community Design. Prior to his federal appointment, Speck spent 10 years as Director of Town Planning at DPZ & Co., the principal firm behind the New Urbanism movement. Since 2007, he has led Speck & Associates (now Speck Dempsey), an award-winning urban planning firm serving public and private clients around the world.

With Andres Duany and Elizabeth Plater-Zyberk, Speck is the co-author of "Suburban Nation," which the Wall Street Journal calls "the urbanist's bible." His 2012 book "Walkable City" was the best-selling city planning title of the past decade and has been translated into eight languages. He is also the principal author of "The Smart Growth Manual and Walkable City Rules."

Speck has been named a fellow of both the American Institute of Certified Planners and the Congress for New Urbanism. In a recent Planetizen poll, he was voted one of the ten "most influential urbanists of all time." Speck was the 2022 recipient of the Seaside Prize, whose former awardees include Jane Jacobs and Christopher Alexander. His TED talks and YouTube videos have been viewed more than six million times.

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

Refreshment Break in the Exhibit Hall

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

Redefining Redevelopment: Overcoming Red Tape with Innovation

A dynamic discussion on innovative approaches to redevelopment that break through traditional bureaucratic barriers, focusing on collaboration with communities and unconventional partnerships to create impactful projects.

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

Part 1: Securing Legacies: Overcoming Barriers to Increase Generational Wealth in Redevelopment Areas

This session will explore critical strategies for preserving communities and preventing displacement. Key topics include heirs' property, vacancy prevention, and community stability. The discussion will also delve into the preservation of residential properties including title continuance and estate planning and their impact on home valuation. Attendees will gain insights into how these tools can be leveraged to maintain community cohesion and ensure long-term housing preservation.

Part 2: Starve the Crisis, Feed the Vision

Explore how strategic planning, collaboration, and innovative funding can address housing challenges, showing affordable housing as the catalyst for community growth.

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

Leveraging Brownfields Resources to Inspire CRA Revitalization

This session will explore state, federal, and local grants, incentives, and resources to jump-start the reuse of environmentally stigmatized properties within CRAs. Brownfields practitioners, including active CRA managers/consultants and environmental legal counsel, will discuss layering incentives and resources to increase the tax base and inspire community and economic development within CRAs. Multiple case studies of successful CRA Brownfields projects will also be discussed.

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

Refreshment Break in the Exhibit Hall

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

Informed Decision-Making for CRAs: The Power of Data Gathering and Analysis

This panel will discuss the triad of meaningful data gathering and analysis from community engagement, economic trends, and parcel data related to CRAs. Learn how leveraging data can help ground and target your agency's goals, actions, and benchmarks, leading to informed and measurable plans.

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

The Business of the CRA vs. the CRA Brand

This session will focus on understanding the critical difference between what a Community Redevelopment Agency (CRA) does and what it means to the people it serves. CRAs are tasked with revitalizing communities, attracting investment, and improving quality of life, but their impact isn't just measured in projects and policies. It's also shaped by public perception, stakeholder trust, and the agency's ability to communicate its value effectively. In this session, we'll explore the fundamentals of CRA operations vs. CRA identity, unpacking the psychology of how residents, business owners, elected officials, and developers interpret the agency's work. Participants will learn how to align redevelopment efforts with a compelling brand narrative.

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

Reimagining Public Parks: Transforming Spaces for Communities of Tomorrow

Discover practical methods to adapt to changing CRA rules, streamline management, and sharpen communication. Drawing on real-world experiences in Tampa's CRAs—including management restructuring, consolidating multiple districts, and brand migration—this session presents proven tactics to bolster local government and redevelopment efforts.

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

Welcome Reception in the Exhibit Hall

THURSDAY, OCTOBER 16, 2025

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.

It Takes a Village: How Successful Communications Can Lead to Transformations

This session aims to inspire other organizations to prioritize community communications and highlights the importance of adaptive strategies in grant management.

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

Transforming Urban Mobility: Leveraging Mobility Plans and Smart Streetscapes for Safer, Smarter Communities

Street design mobility is one of the most critical aspects of redevelopment and one that CRAs can affect. This presentation highlights how mobility plans can be used to transform local roadways by integrating land use, redevelopment, and multimodal transportation strategies to create safer, more connected, and vibrant urban environments. It also explores how smart cities technology and data-driven tools can be used to monitor mobility patterns, improve operations, and measure the impact of public investments—providing a consistent framework to guide future infrastructure decisions and redevelopment efforts.

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

Navigating Evolving CRA Requirements and Effective Communication

This session will explore ways to utilize free or affordable tools and ideas for turning your projects into exciting posts, to share the great work that your CRA is doing to improve your redevelopment area.

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

Refreshment Break in the Exhibit Hall

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

The Final Countdown: Transitioning Beyond CRA

As the sunset of your Community Redevelopment Area (CRA) approaches, redevelopment professionals must navigate a complex landscape to ensure that ongoing projects are completed, funding is appropriately allocated, and community goals are met. This session will provide vital strategies, tools, and insights for professionals working within CRAs to manage the transition effectively and with minimal disruption to redevelopment efforts.

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

The Pond Awakens: From Stormwater Pond to Strolling Paths

Learn how to work together with various agencies (FDOT & City) and multiple departments in the city (CRA, Parks and Rec, Public Works, Utilities) to redevelop an area, and talk with the adjacent private property owners for their buy-in and support of a project.

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

A Tale of Two CRAs: Using the Federal Brownfields Program to Boost Redevelopment

In 2023, the Cities of Apopka and Kissimmee joined the East Central Florida Regional Planning Council's Resilient Corridors Brownfields Coalition to fund redevelopment projects within their CRAs. Learn how both cities have used this program to boost the redevelopment of catalyst sites and attract new investment within their districts.

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 Presentation: Inclusive Transportation:
A Manifesto for Repairing Divided Communities**



Keynote Speaker: *Veronica O. Davis, PE*, Director, Cities Program, AtkinsRéalis

Veronica O. Davis, PE, is a self-described transportation nerd and author of “Inclusive Transportation: A Manifesto for Repairing Divided Communities.” She believes everyone should have access to safe, reliable, and affordable transportation.

She is currently the Director of Cities Program for AtkinsRéalis. She has over 20 years of experience in civil engineering and planning. Under the Mayor Turner Administration, she was the Director of Transportation and Drainage Operations for the City of Houston. She is also the co-founder and former Managing Partner at Nspiregreen LLC. She is one of the co-founders of Black Women Bike (BWB). She was the Vice President and City of Houston representative on the National Association of City Transportation Officials.

She earned her dual Master’s Degrees (engineering management and regional planning) from Cornell University and a Bachelor of Science in civil engineering from the University of Maryland. In July 2012, the White House recognized her as a Champion of Change and Transportation Innovator for her professional accomplishments and community advocacy in transportation.

She currently lives in Baltimore, MD, with her husband and child.

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

Annual Membership Meeting

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

Counties Can Do Redevelopment Too - The Polk County Experience

While CRAs tend to be city-oriented, redevelopment also occurs in counties. Over the past couple of years, Polk County has reinvigorated its redevelopment efforts using various methods and techniques. This session will summarize these efforts and also provide examples of how to do redevelopment without a CRA.

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

Part 1: Enhancing Community Safety: The West Palm Beach CRA Experience

Learn how the West Palm Beach CRA has significantly improved security and reduced crime through innovative initiatives and community partnerships.

Part 2: Crackdown on Carson

Explore the remarkable transformation of Carson Drive in Fort Walton Beach, showcasing the power of evidence-based crime prevention design principles. Once a high-crime area, Carson Drive has evolved into a safer, more welcoming environment that supports family living. The session will demonstrate how systematic application of Crime Prevention Through Environmental Design (CPTED) principles can dramatically improve high-crime areas, benefiting the entire community.

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

From Empty to Energized: Reclaiming Spaces for Walkable Vitality

Redevelopment districts can deliver the energy, connection, and character that draw people in—but vacant storefronts, empty lots, and underutilized buildings can quickly drain that momentum. Across Florida, CRAs are addressing these challenges through interim uses—strategic activations that bring spaces back to life over a multi-year horizon. From community markets and food truck courts to neighborhood hubs, creative site design, and adaptive reuse, these mid-term solutions increase foot traffic, improve public perception, and lay the groundwork for permanent investment. Learn how communities are leveraging design-forward strategies and local partnerships to restore vibrancy, build confidence, and transform vacant properties into active, valuable assets. Walk away with actionable ideas and proven tools to turn stalled sites into walkable destinations that align with your CRA’s long-term redevelopment goals.

6:30 p.m. - 8:30 p.m.

Academy Graduation and Awards Banquet

Help us congratulate our Academy graduates, award winners, and the 2025-2026 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 17, 2025

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

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, recent updates to Florida Statutes, Chapter 189, and legislation on topics impacting redevelopment and CRAs.

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

Part 1: Unlocking Funding for Redevelopment: Grants, Incentives, and Creative Strategies

Explore the multifaceted world of funding redevelopment projects, focusing on securing grants, offering grants as incentives, and exploring other innovative funding strategies. Attendees will gain insights into the latest trends, best practices, and practical approaches to finance their redevelopment initiatives effectively with real-life examples of the positive outcomes.

Part 2: Don't Take Your Funding for Granted: Using Grants of All Sizes to Catalyze Redevelopment in Your CRA

Many CRAs have initiatives aimed at revitalizing the district and attracting new businesses to the community. These programs can take the shape of awarding grants for residences and businesses alike so that they can make improvements without facing major economic hardships. Some programs that will be discussed are a Home Preservation Program, Residential Improvement Matching Grant, Residential Paint Program, and Commercial Facade Program. This session will explore these residential and commercial grant options with advice on how to successfully implement or revamp your CRA grant programs.

11:30 a.m.

Conference Adjourns

2025 FRA ANNUAL CONFERENCE REGISTRATION FORM

Hilton West Palm Beach • West Palm Beach • October 14-17, 2025

Florida Redevelopment Association
P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3636 • mmontgomery@flcities.com

<p>Online Registration – Credit Cards Only: Click here to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.</p> <p>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 10, 2025.</p> <p>Registration Deadline: After 5:00 p.m. on September 26, 2025, registrations are subject to a \$100.00 fee increase. Online registration closes on October 10, 2025.</p>	<p>Special Needs: If you require special services or have dietary needs, please attach a written description to your registration form.</p> <p>Cancellation Policy: Conference registration cancellation requests must be emailed to mmontgomery@flcities.com no later than 5:00 p.m. on September 26, 2025, 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, 2025, or for early departure from the conference.</p>
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Full Name: _____ Nickname (for badge): _____

Title: _____ Organization: _____

Email: _____ Phone: _____

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

REGISTRATION TYPE	MEMBER	NONMEMBER	TOTALS
Full Registration (October 14-17, 2025)	\$395.00	\$495.00	_____
Full Registration (October 14-17, 2025 – After September 26)	\$495.00	\$595.00	_____
CRA Board Training Course (October 15 at 8:00 a.m.)	\$50.00	\$50.00	_____
Tour (bus): West Palm Beach/Riviera Beach (October 15 at 7:15 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Delray Beach/Boynton Beach (October 15 at 7:15 a.m.)	\$50.00	\$50.00	_____
Tour (bus): Lake Worth/West Gate (October 15 at 7:15 a.m.)	\$50.00	\$50.00	_____
Tour (walking): City Place/Downtown (October 15 at 7:15 a.m.)	\$50.00	\$50.00	_____
Guest/Spouse Registration** (October 14-17, 2025)	\$325.00	\$325.00	_____
Extra Ticket: Academy Graduation and Awards Banquet (October 16 at 6:30 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			\$ _____