

The State We're In

June 7-8, 2012

WHAT'S NEXT FOR FLORIDA?



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SCHEDULE AT A GLANCE

THURSDAY, JUNE 7

9:00 AM **Registration Opens**

10:00 AM - Noon Special Interest Tours

1:00 - 2:45 PM

Welcome / General Session I

What's Next Nationally and in Florida Real Estate

3:00 - 4:30 PM

Concurrent Sessions

Live / Work / Move / Invest

4:45 - 6:30 PM

General Session II

Leading 21st Century Cities

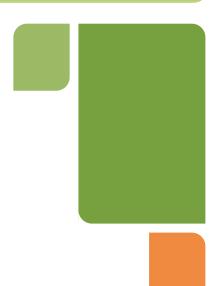
6:30 - 7:30 PM

Cocktail Reception

7:30 PM

Downtown Dinner Parties

or dinner on your own



FRIDAY, JUNE 8

7:30 - 8:45 AM

Statewide Product Council Breakfast or YLG Speed Networking Breakfast

9:00 - 10:15 AM

General Session III

Values and Regional Growth

10:30 AM - Noon

Concurrent Sessions

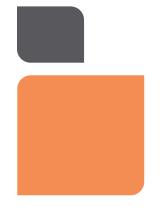
Live / Work / Move / Invest

12:15 - 2:00 PM

General Session IV

Building Florida's Future with Gov. Jeb Bush

2:00 PM Conference Adjourns



THURSDAY, JUNE 7

9:00 AM - 6:30 PM Registration Open

10:00 AM - Noon Special Interest Tours

Enrich your ULI Florida Summit Experience

Come early and get a unique, intimate look at three examples of the ULI mission in action! All tours leave from the Vinoy lobby. Pre-registration is required, as space is limited.

Walking the Talk...An Urban Redevelopment Story

Come see St. Petersburg and hear the story first-hand from former Mayor Rick Baker himself as he shares the urban planning and design principles that helped make this the vibrant community it is today.

A Tale of Two Projects

This tour will showcase two projects and highlight their differences and similarities -- from 908 Development's "The Portland" to JMC Communities' "The Ovation."

Design and the Dali

Tour led by the Dali's architect and designer Yann Weymouth, HOK. Yann will describe this perfect marriage of art and architecture in his own words - artistic expression at its finest. The architectural tour will be followed by a docent tour of the largest collection of Salvador Dali works outside of Spain

Noon - 1:00 PM Optional Networking and Lunch on Your Own

GreenbergTraurig Florida District Council Leadership Lunch by invitation only (Fred's at the Vinoy)

1:00 - 2:45 PM GENERAL SESSION I

Vinoy Grand Ballroom

What's Next Nationally and in Florida Real Estate?

Hear Maureen McAvey, Urban Land Institute, present ULI's "What's Next?" report and discuss what Florida must do to compete in the 21st Century. McAvey also will moderate a panel of leading real estate developers including: Martin (Hap) Stein Jr., Regency Centers; Margaret Jennesse, Crescent Resources; and Rick Andreen, Shea Homes.

Welcome: Eric Swanson, Flagler, 2012 Florida Summit Chair

2:45 - 3:00 PM Break

3:00 - 4:30 PM CONCURRENT SESSIONS

LIVE: New Models in Housing (Plaza A)

As the residential real estate market recovers, new housing products are emerging to meet the new demands and demographics. This session will highlight four innovative examples that are challenging traditional models and finding success.

Panelists: Rob Adams, Lake Nona Property Holdings

Elton Rivas, CoWork Jax Lou Steffens, Taylor Morrison

Justin Wilson, 908 Development Group

Lynn Ross, Urban Land Institute Terwilliger Center, Moderator

WORK: Blending Sustainability. Business and Retail (Plaza B)

Sustainability is more than just "green building" and replacing light bulbs; it's also a way to impact the bottom line. Pillars of the retail industry in Florida will share their best practices and look into the future of sustainable business applications and philosophies.

Panelists: James Soble, Gunster

John K. Scott, Colliers International Martin (Hap) Stein, Jr., Regency Centers John Wakefield, EcoAsset Solutions, LLC James A. Moore, HDR, Inc., Moderator

Maximizing Development Potential

Offering substantial industry experience and prominent local presence, Akerman's nationally recognized land use team handles the legal aspects of land deals, development projects, and public-private initiatives, including innovative projects throughout Florida.

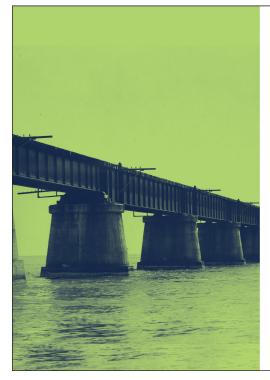
We invite you to see the full range of possibilities.



Akerman Senterfitt • Akerman Senterfitt LLP • Attorneys at Law

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vision

Over 100 years ago, Henry Morrison Flagler made an indelible mark on Florida. His unmatched vision and trailblazing railroad opened Florida up to the world. His vast land purchases laid the groundwork for our company. His innovative standards became the cornerstone from which we built our company into one of Florida's leading integrated commercial real estate companies. We are Flagler. We are Florida's history.

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MOVE: The Transition of Transit: Macro to Micro (Plaza C)

From rail to roads to bus rapid transit, the conversation in Florida's communities is turning toward finding cost effective transportation solutions that will not only meet growing demand, but also prepare us for the future. Come hear the experts offer their perspectives on how Florida will address transit in this changing landscape.

Panelists: Christopher Coes, LOCUS

Husein Cumber, Florida East Coast Railway

Steve Polzin, USF Center for Urban Transportation Research

Bob Romig, Florida Department of Transportation Marilee Utter, Urban Land Institute, Moderator

INVEST: Shark Tank (Plaza D)

Teams:

This interactive, energetic session will feature two university student teams who will present actual projects to "sharks" business professionals who will evaluate each one for potential funding. Will they give them the stamp of approval or not? Come find out!

Sharks: Gene Berman, Marcus & Millichap

Bryan Crino, Skyway Capital Partners

Pat Ramge, Wells Fargo Nova Southeastern University

University of Central Florida

Gregg Logan, RCLCO, Moderator

4:30 - 4:45 PM Break

4:45 - 6:30 PM GENERAL SESSION II

Vinoy Grand Ballroom

Leading 21st Century Florida Cities

While tourism and agriculture continue to play vital roles in Florida's economy, urban regions are driving the economic engine of our state's future. Hear from a panel of Florida's forward-thinking, large city mayors as they discuss and debate how we ensure that our urban regions will thrive in the 21st century. Opening remarks by Rick Baker, Vice President of Economic Development, USF, and former mayor of St. Petersburg.

Panelists: Mayor Alvin Brown, City of Jacksonville

Mayor Bob Buckhorn, City of Tampa Mayor Buddy Dyer, City of Orlando Mayor Carlos Gimenez, Miami-Dade County Peter Rummell, Urban Land Institute, Moderator

6:30 - 7:30 PM - COCKTAIL RECEPTION sponsored by Visit St. Pete/Clearwater

Mezzanine

7:30 PM - DOWNTOWN DINNER PARTIES or dinner on your own

Enjoy the vibrant ambience of Beach Drive and the fellowship of your ULI colleagues in an intimate, small group setting at one of St. Petersburg's fine dining establishments. Although your meal is on your own, pre-registration is requested at conference check-in. Space is limited to 20 at each restaurant.

Participating restaurants:

BellaBrava New World Trattoria Marchand's Bar & Grill at the Vinoy

 204 Beach Drive
 501 5th Avenue N.E.

 727-895-5515 | info@bellabrava.com
 727-824-8072

Cassis American BrasseriePark Shore Grille170 Beach Drive N.E.300 Beach Drive N.E.

727-827-2927 | gm@cassisab.com 727-896-9463 (WINE); 727-896-3463 (DINE)

Columbia Restaurant 400 Beach Seafood & Tap House

800 2nd Avenue N.E. 400 Beach Drive N.E. 727-822-8000 | colpier@columbiarestaurant.com 727-896-2400

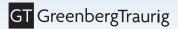
Maps available at Registration Desk

manage risk and identify opportunity

In Florida, GT is Statewide. With more than 70 attorneys and planners in 7 Florida offices and decades of experience, our Land Development, Real Estate and Environmental Team is complemented by more than 1,700 attorneys in 34 offices* worldwide.

Our Team is honored to be recognized:

- Real Estate Law Firm of the Year North America 2012, Lawyers World Law Awards
- Deal Makers 2012 Award for Real Estate Law Firm of the Year North America
- 2010 Chambers USA Award for Excellence in Real Estate
- Band 1 Rankings, Florida Environment Practice and Florida Real Estate Practice, Chambers USA 2011
- International Legal Alliance Summit Best USA Law Firm Award for Real Estate and Environment 2011



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We're bringing more to your Florida projects.

With deep roots in the communities in which we live and work, our success has been founded on truly understanding local requirements, practices, and stakeholder concerns.

Now we are also able to bring best practices for project experience in the most vibrant markets in the world.

And while we're still your local consulting partner, we can draw upon the resources and technical capabilities that have made Atkins one of the largest design and engineering consulting firms in the world.





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FRIDAY, JUNE 8

7:30 - 8:45 AM

Statewide Product Council Roundtable and Breakfast

Be part of the planning process to launch a Product Council system for Florida ULI members modeled after the national ULI Product Councils. Use this exciting opportunity to leverage your ULI membership close to home. Initial councils may include Sustainability, Housing, Public-Private Partnerships and Transportation. Moderated by James Cloar, Penn Institute for Urban Research.

Young Leader Speed Networking Breakfast

Designed specifically for our under-35 colleagues, although proof of age is not required! Connect with likeminded real estate and land use professionals from across the state in this lively format. Hosted by the Young Leaders Group (YLG) of North Florida, Southeast Florida and Tampa Bay.

8:45 - 9:00 AM Break

9:00 - 10:15 AM GENERAL SESSION III

Vinoy Grand Ballroom

VALUES AND REGIONAL GROWTH

Opening remarks by Mayor Bill Foster, City of St. Petersburg. Dee Allsop, Ph.D., of Heart + Mind Strategies, will speak about how values shape economic development and how they shape choices such as how we want our regions to grow. He will also lead the audience in an interactive polling session to see how our values stack up to other surveys. Be a major contributor to the content of this exciting, technology-driven session.

Better Community Award Presentation; Vivian Young, 1000 Friends of Florida Better Community Award Recipient: Encore! Roxanne Amoroso, Bank of America, Merrill Lynch

10:15 - 10:30 AM Break

10:30 AM - Noon CONCURRENT SESSIONS

LIVE: The New Deal: Fundamentals Beyond Financing (Plaza A)

Making a real estate deal work in the present climate is about more than just financing, and these professionals share creative strategies that are paying off. How did they do it? Will the trend continue? Learn new approaches and be inspired!

Panelists: Roxanne Amoroso, Bank of America, Merrill Lynch

Richard (Rick) Croteau, Newland Real Estate Group

Michael Wohl, Pinnacle Housing Group

Bridgette Mill, Publisher, Tampa Bay Business Journal, Moderator

WORK: The Changing Role of Hospitality in Economic Development (Plaza B)

Even through the recession, tourism continues to be fundamental to Florida's economic health, job creation and land use policies. As our state slowly recovers, what role does hospitality play in our future economic growth, and what are industry leaders doing to ensure a vibrant future?

Panelists: Lou Plasencia, The Plasencia Group

Susannah Costello, Visit Florida

Cathy Swanson - Rivenbark, City of Hollywood Lon Tabatchnick, LOJETA/Margaritaville Andrew (Andy) Corty, Florida Trend, Moderator

MOVE: Florida by Air and Sea:

Future of Florida's Seaports, Airports, and Railway Development (Plaza C)

How do seaports, airports and railway infrastructure figure into Florida's economy, and what are their competitive advantages for future growth and development? What is the impact of the opening of the Panama Canal on Florida trade? Top professionals from these important economic sectors will address these questions and more.

Panelists: Manny Fernandez, Flagler - South FL Logistics Center

Bill Johnson, Port Miami

Joseph (Joe) Lopano, Tampa International Airport

Steve Potter, CSX

David Sillick, Jacksonville Business Journal, Moderator



Committed to supporting ULI for over 23 years.

Gunster provides comprehensive counsel covering real estate, land use, environmental and property rights issues.

With attorneys participating in National and District Councils with leadership positions across the country.

Learn more at Gunster.com



The law firm of Holland & Knight is pleased to sponsor the **ULI Florida Summit**. We are proud to help individuals and businesses shape Florida's real estate landscape.

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Fort Lauderdale | Jacksonville | Lakeland | Miami Orlando | Tallahassee | Tampa | West Palm Beach

INVEST: Investment Vehicles of the Future (Plaza D)

Today, financing successful real estate deals and major infrastructure projects involves thinking outside of traditional boxes. CDD's (Community Development Districts) and P3s (Public Private Partnerships), as examples, are using innovative new approaches. Hear from the best about how to get your deal done in today's market.

Panelists: Walt Bussells, GSPI

Beverly Matter, Wells Fargo Bill Rizzetta, Rizzetta & Company James Graff, Raymond James

Leigh Fletcher, Kellerhals Ferguson Fletcher Kroblin, LLP, Moderator

Noon - 12:15 PM Break

12:15 - 2:00 PM GENERAL SESSION IV

Vinoy Grand Ballroom

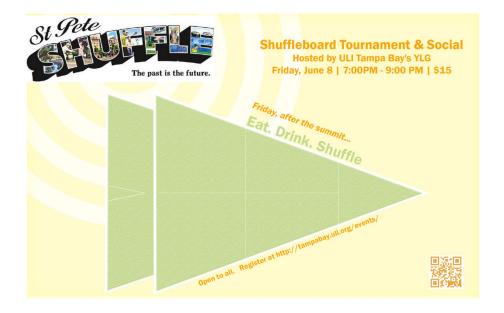
BUILDING FLORIDA'S FUTURE

Keynote Speaker: Jeb Bush, former Governor of Florida

In 2005, ULI business leaders from across the state gathered -- under the oversight of former Florida Governor Jeb Bush -- to hold a visionary conversation on the future of regional collaboration and how it could fortify our economy. Governor Bush returns to comment on the progress we have made since then, and what he sees ahead for our state. Lunch provided.

Closing Remarks: Eric Swanson, Flagler, 2012 Florida Summit Chair

2:00 PM - Conference Adjourns







INFORMATION

ULI Registration Desk: Pre-registrant check in, Summit registration, optional Special Interest Tour and Downtown Dinner Party sign-ups are available at the onsite Registration Desk. ULI membership information can be found at the Registration Desk or at www.uli.org.

ULI Registration Desk Hours:

Thursday, June 7, 9:00 AM – 6:30 PM Friday, June 8, 8:00 AM – 2:30 PM

ULI Staff will be available to answer any questions during these hours.

ULI Customer Service:

Phone: 800-321-5011

Event Questions: FloridaSummit@uli.org or visit www.ulifloridasummit.org

Conference Hotel Information:

Renaissance Vinoy Resort & Golf Club

501 5th Avenue N.E. | St. Petersburg, FL 33701 Phone: 727-894-1000 | Fax: 727-502-9088

Luggage Storage

Please contact hotel bell stand

Restaurants

Marchand's Bar and Grill (American) - Open for breakfast, lunch and dinner

Fred's (Steakhouse) - Open for lunch and dinner

Alfesco's (American) - Open for lunch and dinner

The Veranda Café (Coffee House) - Open for breakfast and lunch

Lobby Bar and Veranda Patio (American) - Open for lunch and dinner



Taxi and Airport Shuttle

Please contact hotel concierge desk

The Vinoy does not provide airport shuttle services

Car Rental Hertz

4600 34th Street N | St. Petersburg, FL 33714

Phone: 727-528-0557

Tampa International Airport (TPA)

Phone: 813-870-8700

St. Petersburg-Clearwater International Airport (PIE)

Phone: 727-453-7800

Parking

Onsite Vinoy parking fee: \$6 hourly, \$12 daily

Valet parking fee: \$18 daily

Abundant on-street parking is available within walking distance that is either metered or time limited for short-term parking needs. Most on-street parking spaces have time restrictions. Be sure to read the parking signs on these blocks. Parking longer than the posted time limit is a violation.

Media Assistance:

Please contact Kyle Parks, Bayview Public Relations

Phone: 813-251-2800, kyle@bayviewpr.com

Continuing Education:

10.5 continuing education units pending AICP and AIA





Check out the Florida Summit Mobile Event Guide at http://m.twoppy.com/ULI-FL/







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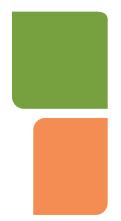
with your smartphone to access the ULI Florida Summit mobile program. If you don't have a QR scanner app, download Microsoft's Tag Reader on your phone at www.gettag.mobi

About ULI

ULI, the Urban Land Institute, is a 501(c)(3) nonprofit research and education organization supported by its members. Founded in 1936, the Institute now has members in 95 countries worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service.

As the preeminent, multidisciplinary real estate forum, ULI facilitates an open exchange of ideas, information, and experience among local, national, and international industry leaders and policy-makers dedicated to creating better places. Members say ULI provides information they can trust and a place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. With pride, ULI members commit to the best in land use policy and practice.

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.





SUMMIT COMMITTEE

ULI Florida Summit Steering Committee

The 2012 Florida Summit is a joint effort of ULI Central Florida, ULI North Florida, ULI Southeast Florida/Caribbean, ULI Southwest Florida and ULI Tampa Bay. The organizing committee wishes to thank the following for their contributions:



Executive Committee

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Southeast Florida/Caribbean





UPCOMING EVENTS

We invite you to attend one of these upcoming ULI events.

ULI Central Florida Events - centralflorida.uli.org

June 18 W. Fairbanks Avenue

TAP Presentation, Winter Park Community Center

June 27 Member2Member: Downtown South/Orlando Health

Redevelopment Opportunities, AECOM, Orlando

September 13 Central Station/Downtown Orlando 2025, Citrus Club, Orlando

ULI North Florida Events – northflorida.uli.org

June 19 Member Breakfast Series, Jacksonville

October 4 2012 Awards of Excellence

Museum of Contemporary Art, Jacksonville

ULI Southeast Florida/Caribbean Events - seflorida.uli.org

June 28 ULI Members Only Tour & Networking Event

Paramount Bay, Miami

July 18 Perspectives on Restructuring Assets Program

Greenberg Traurig, Miami

July 23 Young Leaders Baseball Game Networking Event

Marlins Park, Miami

August 29 2012 Vision Awards Dinner

JW Marriott Marguis, Miami

ULI Tampa Bay Events - tampabay.uli.org

July 11 YLG Membership Mixer

South Tampa

September 2012 Pasco County Bus Tour

November 8 Sustainability Forum

Crowne Plaza, Tampa



www.uli.org

ULI Urban Innovation Fund

The 2012 ULI Florida Summit was generously supported by the ULI Urban Innovation Fund in celebration of ULI's 75th Anniversary.

Thank you to the ULI Foundation Annual Fund donors who made the Urban Innovation Fund possible.

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www.ulifoundation.com www.uli.org





Save the date:









