

2012



# florida summit

The State We're In

June 7-8, 2012

**WHAT'S NEXT  
FOR FLORIDA?**



**Renaissance Vinoy Resort & Golf Club  
St. Petersburg, FL**

[www.ulifloridasummit.org](http://www.ulifloridasummit.org)

[www.uli.org](http://www.uli.org)

# EVENT SPONSORS

## Major Sponsors



**FLAGLER™**



**GreenbergTraurig**

---

## Premium Sponsors

**ATKINS**

**Regency  
Centers.**



**ST. PETERSBURG  
CLEARWATER**

**Holland & Knight**

---

## Contributing Sponsors



**KLING STUBBINS**  
A JACOBS COMPANY



**Florida Trend**

**Kellerhals Ferguson  
Fletcher Kroblin, LLP**



# 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

# SCHEDULE OF EVENTS

## 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 Jenness, 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**

BOCA RATON DALLAS DENVER FORT LAUDERDALE JACKSONVILLE LAS VEGAS LOS ANGELES MADISON MIAMI NAPLES NEW YORK  
ORLANDO PALM BEACH SALT LAKE CITY TALLAHASSEE TAMPA TYSONS CORNER WASHINGTON, D.C. WEST PALM BEACH  
[akerman.com](http://akerman.com)

©2012 Akerman Senterfitt, Akerman Senterfitt LLP. All rights reserved. Nationally recognized by *The Legal 500 U.S.* 2011. For more information, contact Cecelia Bonifay, Land Use & Sustainable Development Practice Chair, [cecelia.bonifay@akerman.com](mailto:cecelia.bonifay@akerman.com).



## 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.*

305.520.2300 • [www.flaglerdev.com](http://www.flaglerdev.com)

**FLAGLER IS A PROUD SPONSOR OF THE  
2012 ULI FLORIDA STATEWIDE SUMMIT.**



# SCHEDULE OF EVENTS

## 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)

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 Range, Wells Fargo  
Teams: 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**  
204 Beach Drive  
727-895-5515 | info@bellabrava.com

**Cassis American Brasserie**  
170 Beach Drive N.E.  
727-827-2927 | gm@cassissab.com

**Columbia Restaurant**  
800 2nd Avenue N.E.  
727-822-8000 | colpier@columbiarestaurant.com

**Marchand's Bar & Grill at the Vinoy**  
501 5th Avenue N.E.  
727-824-8072

**Park Shore Grille**  
300 Beach Drive N.E.  
727-896-9463 (WINE); 727-896-3463 (DINE)

**400 Beach Seafood & Tap House**  
400 Beach Drive N.E.  
727-896-2400

*Maps available at Registration Desk*

helping clients  
**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

**GT** GreenbergTraurig

1800 ATTORNEYS  
34 LOCATIONS\*  
WWW.GTLAW.COM

[ 2010 CHAMBERS AND PARTNERS USA AWARD FOR EXCELLENCE IN REAL ESTATE ]

Greenberg Traurig is a service mark and trade name of Greenberg Traurig, LLP and Greenberg Traurig, PA. ©2012 Greenberg Traurig, LLP. Attorneys at Law. All rights reserved. Contact: Debbie Orshesky in Fort Lauderdale at 954.765.0500 or Robert J. Ivanhoe in New York at 212.801.9200. \*These numbers are subject to fluctuation.



**ATKINS**

Architecture  
Engineering  
Environmental  
Construction

**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.



**Plan Design Enable**  
[www.atkinsglobal.com/northamerica](http://www.atkinsglobal.com/northamerica)

To learn more about Atkins' work in Florida and around the world, contact us at **800.284.5182**.

# SCHEDULE OF EVENTS

## 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 like-minded 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





**GUNSTER**  
FLORIDA'S LAW FIRM FOR BUSINESS



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](http://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.

**Holland & Knight**

[www.hklaw.com](http://www.hklaw.com)

**Mark Aronson** | Miami, FL

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

# SCHEDULE OF EVENTS

## 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**



**Shuffleboard Tournament & Social**  
Hosted by ULI Tampa Bay's YLG  
Friday, June 8 | 7:00PM - 9:00 PM | \$15

Friday, after the summit...  
**Eat. Drink. Shuffle**

Open to all. Register at <http://tampabay.uli.org/events/>



Committed  
to our  
communities  
at  
**Regency  
Centers.**



We build the retail centers  
that customers want to  
shop and are proud to have  
in their neighborhood.

Call us at 800 950 6333 or go to [RegencyCenters.com](http://RegencyCenters.com).

# Welcome to **AMERICA'S BEST BEACHES**



**ST. PETERSBURG  
CLEARWATER**  
[VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)

# 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](http://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](mailto:FloridaSummit@uli.org) or visit [www.ulifloridasummit.org](http://www.ulifloridasummit.org)

**Conference Hotel Information:**

**Renaissance Vinoy Resort & Golf Club**

501 5<sup>th</sup> 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

**Transportation and Parking:**

**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](mailto: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/>



**SCAN THIS QR CODE**

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](http://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

Eric Swanson, Flagler, Chair, ULI Southeast Florida & Caribbean, Summit Chair  
Cecelia Bonifay, Akerman Senterfitt, Chair, ULI Central Florida  
David Farmer, Keystone Investments, Chair, ULI Southwest Florida  
Bruce Johnson, Regency Centers, Chair, ULI North Florida  
James A. Moore, HDR, Inc., Chair, ULI Tampa Bay

### Florida Summit Committee

Mark Aronson, Holland & Knight  
Jim Cloar, Penn Institute for Urban Research  
Elisa Degregorio, Tampa Bay Partnership  
Michael Delk, City of Clearwater  
Brenna Durden, Lewis, Longman & Walker, P.A.  
Stew Gibbons, Gibbons Group  
Carey Hayo, Littlejohn Engineering Associates  
Kelly Love, KMS Planning Consultants  
Heather Herington, Kimley-Horn  
Shelley Lauten, myregion.org  
Gregg Logan, RCLCO  
Emerson Lotzia, Foley & Lardner  
Debra Hempel, HDR, Inc.  
Fiona Lyons, ULI Tampa Bay  
Kelsy Pazur, Franklin Street  
Pat Range, Wells Fargo  
John Rymer, Rymer Strategies  
Troy Simpson, Kolter Land Partners  
Carol Stricklin, City of Largo  
Jenna Wylie, ULI Tampa Bay

### District Council Staff

Eralda Agolli, ULI SE Florida/Caribbean  
Carolyn Clark, ULI North Florida  
Carla Coleman, ULI SE Florida/Caribbean  
Heather Francis, ULI SW Florida  
Susan Jezek, ULI Tampa Bay  
Mark Loeb, ULI Central Florida  
Julie Medley, ULI SE Florida/Caribbean



# UPCOMING EVENTS

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

## ULI Central Florida Events – [centralflorida.uli.org](http://centralflorida.uli.org)

- |              |   |
|--------------|---|
| June 18      | W. Fairbanks Avenue<br>TAP Presentation, Winter Park Community Center                       |
| June 27      | Member2Member: Downtown South/Orlando Health<br>Redevelopment Opportunities, AECOM, Orlando |
| September 13 | Central Station/Downtown Orlando 2025, Citrus Club, Orlando                                 |
- 

## ULI North Florida Events – [northflorida.uli.org](http://northflorida.uli.org)

- |           |   |
|-----------|---|
| June 19   | Member Breakfast Series, Jacksonville                                 |
| October 4 | 2012 Awards of Excellence<br>Museum of Contemporary Art, Jacksonville |
- 

## ULI Southeast Florida/Caribbean Events – [seflorida.uli.org](http://seflorida.uli.org)

- |           |  |
|-----------|--|
| June 28   | ULI Members Only Tour & Networking Event<br>Paramount Bay, Miami         |
| July 18   | Perspectives on Restructuring Assets Program<br>Greenberg Traurig, Miami |
| July 23   | Young Leaders Baseball Game Networking Event<br>Marlins Park, Miami      |
| August 29 | 2012 Vision Awards Dinner<br>JW Marriott Marquis, Miami                  |
- 

## ULI Tampa Bay Events – [tampabay.uli.org](http://tampabay.uli.org)

- |                |   |
|----------------|---|
| July 11        | YLG Membership Mixer<br>South Tampa         |
| September 2012 | Pasco County Bus Tour                       |
| November 8     | Sustainability Forum<br>Crowne Plaza, Tampa |

[www.uli.org](http://www.uli.org)

# ULI Annual 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.

Make a visible difference today.

[www.ulifoundation.com](http://www.ulifoundation.com)

[www.uli.org](http://www.uli.org)



Save the date:

