



FOOD & REAL ESTATE FORUMS



Good Food.

Great People.

A Chance to Learn and Share.



New Orleans Forum

February 22 & 23, 2016

www.uli.org/neworleansfood

From urban markets to rooftop gardens to agrihoods, a focus on food is providing a rich arena for innovation that can improve outcomes for real estate business and practice, people, and the planet.

How are real estate developers and cities embracing food as a development focus? And how can this focus translate into enhancements to health, environmental sustainability, social equity, food system security, and the bottom line?

Overview

While food and real estate development decision making have long been interconnected, growing interest and awareness in fresh, local food is spurring innovation when it comes to development projects.

From rooftop gardens supplying food to adjacent restaurants, to edible landscaping, to industrial places that are hosting food markets and pop-up restaurants, to food-based entertainment destinations and master planned communities built around farms—how are innovative approaches to food driving deliver healthier, more sustainable, and more equitable outcomes in cities and communities?

What do savvy real estate leaders need to know about trends in food and development?

At these small, invitation-only discussion-based gatherings, convened in special locations by the ULI Building Healthy Places Initiative and the ULI Center for Sustainability, developers, property owners, investors, restaurateurs, policy-makers, and others will come together to learn, share, and enjoy a unique culinary and professional experience.

Acknowledgements

ULI is grateful to the Colorado Health Foundation for its support of this effort and the ULI Building Healthy Places Initiative, and to the Shaw Family. We also thank The Shops at Canal Place for their sponsorship.

Goals

- Gather ULI thought leaders together with experts from the world of food for engaging, enlightening discussions.
- Explore how the real estate community is employing innovative approaches to food in real estate development projects.
- Explore connections between food, urban sustainability, and resilience to climate change.
- Explore opportunities to improve health outcomes, economic opportunity and social equity through food programs, policies, and developments.
- Provide content for a major ULI publication on food and real estate.
- Generate and incubate ideas for future ULI and District Council programming on food and related topics.

Agenda

DAY 1

3:00 pm

Registration

Renaissance New Orleans Arts Hotel
Patrons Ballroom Foyer
700 Tchoupitoulas Street
New Orleans, LA 70130

3:15 pm

Local site tour

St. Roch Market
2381 St Claude Ave, New Orleans, LA 70117

New Orleans Healing Center
2372 St Claude Ave, New Orleans, LA 70117

6:30 pm

Pre-dinner reception

The home of Stephen and Amy Farnsworth

Welcome

- **Stephen Farnsworth**
Managing Director
Walker & Dunlop
- **Jodie McLean**
Chief Executive Officer
EDENS
Forum Chair
- **Christopher Smith**
Senior Program Officer
Colorado Health Foundation

7:00 pm

Dinner and Dialogue: The Chef and the City

How does food interconnect with sustainability, urban development, and health? What role do chefs play in fostering those outcomes? What role do chefs play in the real estate ecosystem? Hear from Chef John Besh, in dialogue with Bill O'Connor, about his work as a chef, how the John Besh Foundation is promoting culinary educational opportunities, and other topics.

- **John Besh**
Chef and Author
Co-Founder of John Besh Foundation
- **Bill O'Connor**
President and Chief Executive Officer
O'Connor Capital Partners

Participant self-introductions

DAY 2

Renaissance New Orleans Arts Hotel

Patrons I & II
700 Tchoupitoulas Street
New Orleans, LA 70130

6:00 am

Morning run (optional)

Meet in hotel lobby.

7:30 am

Continental breakfast

8:00 am

Opening remarks

- **Jodie McLean**
Chief Executive Officer
EDENS
Forum Chair

8:15 am

Opening keynote: Intersections – Food and real estate

What should savvy real estate professionals know about trends in food and development? How are developments around the country making the link? What investments or policy innovations are changing how food travels to consumers' plates? How are these trends connected with health and sustainability?

- **Ed McMahon**
Senior Resident Fellow
Urban Land Institute

8:45 am

Large group discussion: Trends and issues in food

How is the intersection between real estate and food evolving? What big picture trends and issues in food do you see as critical to the real estate industry? Where does the field need to go?

9:30 am

Break

9:45 am

Panel discussion: Connecting the dots – food, economic development, equity and health

What are the opportunities to promote equitable access to food? How is food being leveraged as an economic development opportunity? What strategies are bringing food to underserved neighborhoods?

- **Eric Kornacki**
Executive Director
Re:Vision (moderator)
- **Donna Leuchten-Nuccio**
Director of Healthy Food Access
Reinvestment Fund
- **James Johnson-Piett**
President & CEO
Urbane Development
- **Jennifer Maguire Isham**
Director of Strategy-Union Market
EDENS

10:30 am

Facilitated small group roundtable discussions: Food and your work

Guided questions below. Focus is on participant and project experiences and perspectives.

- What food trends and issues do you see as most critical in your work and projects?
- How are you integrating and promoting placemaking & food in your work and projects?
- What are the opportunities to promote health & equity through food in your work and projects?

11:30 am

Roundtable report-backs

12:00 pm

Buffet lunch

Developer dialogue and Q&A

Michael Phillips discusses how Jamestown's innovative projects – including the Chelsea Market in New York, Boston's Innovation and Design Building, Atlanta's Ponce City Market and West Side Provisions Market, and others – are creating authentic food experiences, nurturing food entrepreneurship, and experiencing commercial success.

- **Michael Phillips**
President
Jamestown
- **Jodie McLean**
Chief Executive Officer
EDENS

1:00 pm

Panel and discussion: Food and real estate development

How are savvy real estate developers leveraging food to add life to their projects? What are the economics of integrating food into real estate projects? What are the business models that work? What do effective partnership structures look like and who pays for what?

- **Sandra Kulli**
President
Kulli Marketing (moderator)
- **Joe Barnes**
Director, Real Estate Development, Design
WestRock Company
- **Jeremy Hudson**
CEO
Specialized Real Estate Group
- **Laura Tauber**
Principal
TAUBCO

2:00 pm

Facilitated small group discussions: How food touches down in real estate product types

Groups split into product types, including:

- Agrihoods
- Food-centric residential developments
- Next generation urban markets
- Food retail in a mixed use context

Small group discussions focus on lessons learned and information gaps/stumbling blocks in that product context for:

- People – Health; Equity; Placemaking and social connection
- Profit – Commercial and operational success; Partnerships and partnership structures
- Planet – Sustainability; Resilience of food systems; Energy consumption

3:00 pm

Roundtable report-backs

3:15 am

Chef Dialogue and Q&A

Chef Adolfo Garcia discusses how he has taken New Orleans cuisine in a new direction, offering diners repasts that seamlessly blend Spanish and Latin American influences and represent his unique heritage and experience. Chef Garcia will discuss his career as a chef, and how he sees his role as a shaper of the city.

- **Adolfo Garcia**
Chef and Partner
RioMar, La Boca Steakhouse,
High Hat Cafe, and Ancora Pizzeria restaurants
- **Tara Hernandez**
President
JCH Development

4:00 pm

Moderated large group discussion: changes and messaging

- What will you do differently after today?
- What key messages are you taking away?

4:30 pm

Close and Informal reception



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Thank you!



The Colorado Health Foundation™

The Shaw Family

the
SHOPS
at
CANAL
PLACE



Join Us in New York

May 4-5, 2016

www.uli.org/newyorkfood