

RMA to Speak at FRA Annual Conference: Team to Address Branding, Retail Therapy, Attracting Restaurants and Measuring Redevelopment Success

POMPANO BEACH, Fla., Oct. 13, 2017 (SEND2PRESS NEWSWIRE) – Redevelopment Management Associates (www.rma.us.com), based in Pompano Beach, will be sending several team members to speak at the Florida Redevelopment Association (FRA) Annual Conference, which will take place in Daytona Beach from October 18-20, 2017. This prestigious gathering of the top redevelopment experts in the state features a series of informative seminars.



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RMA team members will be speaking on topics including “Economic Success Using Branding, Marketing and Social Outreach,” “The Food Industry and Community Development,” and “Retail Therapy: Changing Concepts, Hot New Retailers, and How to Attract them to your City.”

“RMA is honored to be participating at this important conference,” said Kevin Crowder, CECD, the company’s economic development director. “The topics we are addressing are key components to securing a city’s successful

redevelopment, and we look forward to sharing our insights.”

Crowder will be participating on the “Retail Therapy” panel which will be moderated by his team member, Lynn Dehlinger, who is the International Council of Shopping Centers (ICSC) Private Sector P3 Florida Chair.

During this session the speakers will address the changing role of food and beverage retail and how the heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a “third place” to gather and build community.

The foodie influence on redevelopment will also be addressed by RMA Project Manager David Hasenauer who, with the panel, will discuss this key component of cultural tourism and economic development. This innovative session on “The Food Industry and Community Development” will explore means and methods CRA’s can employ to attract restaurants and other elements of the food industry to help community redevelopment efforts thrive.

And for the session, Economic Success Using Branding, Marketing and Social Outreach, Sharon McCormick, RMA’s director of business attraction and marketing, will moderate the discussion about enhancing the nighttime sociability of a city.

“Creating a nighttime economy is critical to a city’s overall success,” explained McCormick. “From event development to proper lighting, branding to community engagement, we will address all the elements necessary to develop a social hot spot.”

In addition, RMA welcomes attendees to learn more about creating successful cities by visiting booths #13/#18. Highlights include the Economic Development Approach to Craft Breweries.

About RMA:

Founded in 2009 by Kim Briesemeister and Chris Brown, Redevelopment Management Associates (RMA) is comprised of a phenomenal team of redevelopment experts passionate about building better communities. RMA is the most experienced full-service economic redevelopment consulting and management firm in the state of Florida specializing in revitalizing core areas and corridors for cities, counties and special districts nationwide. Learn more: <http://www.rma.us.com/>.

About FRA:

Founded in 1974, FRA is a not-for-profit organization dedicated to assisting Florida professionals and volunteers in community revitalization efforts. With its mission of “transforming spaces, revitalizing places,” FRA is committed to providing a forum for its more than 300 members to share knowledge and common experiences regarding revitalization opportunities and issues throughout Florida. FRA encourages adoption of legal and financial tools and programs favorable to community growth and serves as a statewide clearinghouse for redevelopment information.

*PHOTO Caption: Sharon McCormick, Farrell Tiller, Allison Justice.