

California Downtown Association 2008 Annual Conference



Downtown

**Where Everything
Comes Together**

October 1-3, 2008



santa rosa
california's cornucopia

California Downtown Association

2008 Annual Conference

October 1-3, Santa Rosa, California

Downtown

Where Everything Comes Together

From city halls and vibrant shopping areas, to entertainment venues, restaurants, services and places to hang out – a community looks to their downtown to be a place where people come together. Our downtowns are special places to share with the entire community, whether as a source of employment or income, entertainment, or as a convenient and appealing place to live.

Downtown executives, managers, city partners and elected officials know that the heart of their city is downtown: It's where everything comes together.

California Downtown Association's 2008 Annual Conference focuses on delivering the strategies and creative approaches for creating a sustainable and economically strong city center. Join us in downtown Santa Rosa for the inspiration, motivation and leadership skills that are necessary for making your downtown the destination where all great things come together.

Santa Rosa - California's Cornucopia

Welcome to Santa Rosa, where everything comes together - wine country and farm country, redwood forests and rivers, lakes and ocean. And in the center, our charming, thriving downtown, lined with intriguing shops and restaurants that delight casual diners and epicureans alike. Famous chefs flock here – not only for the vineyards, but for all the abundant local produce, dairy, meat, and seafood. Whether you're into safaris or spas, golf or gardens, Snoopy or Snoop Dogg – or all of the above – you can have it all in Santa Rosa. So come and fill up on the California Cornucopia. And experience our place of plenty.

California Downtown Association

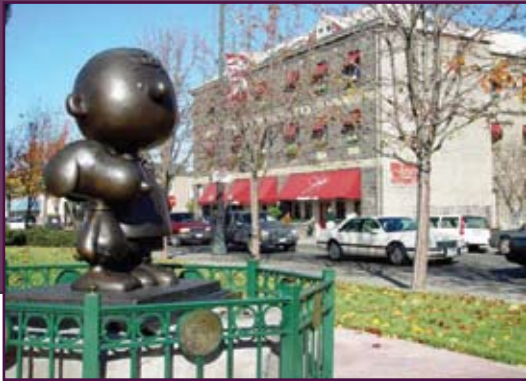
CDA is the state leader and champion for the revitalization of downtowns and commercial business districts. Our annual conference is the only statewide event that caters to the interests of downtown professionals, developers, architects, government officials, economic development specialists and urban planners. Together with the business and property owners, these key community players are transforming California's vital city centers.

Keynote Speaker - Laurence Haughton



Laurence Haughton is an author, speaker, and an authority on strategic execution, organizational velocity, and leadership.

Haughton co-authored, the 2001 Wall Street Journal, USA Today, New York Times and Business Week's best seller, *It's Not the Big that Eat the Small... It's the FAST that Eat the Slow*. A second book followed, *It's Not What You Say... It's What You Do – How Following Through at Every Level Can Make or Break Your Company*. He's currently assisting with the case stories of the fastest, most productive and successful Fortune 1000 CEOs for a new book to be published by Penguin Putnam. All three books represent the best strategies and tactics that Haughton has discovered from over 5,000 in-depth interviews with entrepreneurs and executives across every sector.



Conference Agenda

Wednesday, October 1

Registration 10 a.m. – 5 p.m.

Concurrent Sessions 1-3 p.m.

(Extended Sessions - 2 Hours)

All the Ingredients for Defining Your Brand... and Selling It!

Do you have great things happening in your downtown, but no one knows about them? Are “mis” perceptions from the past haunting you? Can’t attract the right target market? Then it’s time for a Branding and Marketing Campaign! This case study from San Mateo addresses the basics of building a brand--defining your target market, developing key messages, creative execution and leveraging small budgets with big ideas-- and developing a strategic marketing plan.

Presented by Jamie Licko, Associate, Progressive Urban Management Associates, Denver, CO; Nancy Hormann, President, Hormann & Associates, Scottsdale, AZ and L. Kelly Mitter, Executive Director, Downtown San Mateo Association.

Building Your Entrepreneur’s Success Rates

Learn how to help your entrepreneurs create a marketing plan for the year including: yearly promotions and in-store events, listening better to their customers, improving image, staffing and customer service, evaluating store policies, observing new consumer trends and more!

Presented by Barbara Wold, Principal, Wold International.

Main Street 101: The Four-Point Approach to Revitalization

You’ve heard about the approach – but what is it really all about? How do you implement it? Learn about the tried and true basics of the Main Street Four-Point Approach™ to revitalization, and how it has helped more than 1,600 communities across the country bring back their downtowns and neighborhood districts. *Panel facilitated by California Main Street Alliance.*

Let’s Have a Parade

It’s the beating of drums, the sound of brass, the colorful floats, giant balloons, the “oohs” and “ahhs” of the crowd. A parade brings the community together and is a great way to bring people to your downtown area. This session looks at what it takes to stage a parade, from the planning process to step-off! *Presented by Ray Pulver, Upbeat Parade Productions and James Offen, President, Valley Decorating Company.*

California Downtown Association is pleased to partner with the California Main Street Alliance (CAMSA) to present the following Main Street Four-Point Approach™ to Revitalization sessions:

- **Main Street 101: The Four-Point Approach to Revitalization**
- **Design Success- Blacksmith Square in Livermore**
- **Green Design for Preservation and Revitalization**
- **Nuts & Bolts of Successful Special Events**
- **Effective Communication with Elected Officials**
- **A Case Study in Economic Restructuring**

All attendees are welcome to attend the Main Street sessions.

Concurrent Sessions 3:30 - 4:45 p.m.

The Sociable City: Managing Your Nighttime Economy

Every city has buildings, streets, lights, sidewalks, offices, shops, trees and plants, but it’s the people that make a city vibrant. A sociable city encourages dining and entertainment options for all generations, incomes and lifestyles, and assists businesses to comply with community and government standards. Does your city have what it takes to be a sociable city? Learn how six cities have created strategies on the six core elements of a vibrant hospitality zone. *Presented by James E. Peters, President, Responsible Hospitality Institute.*

The Trend Towards Community Benefit Districts

Residential urban development is redefining our downtowns and commercial corridors. With this historic trend underway, land uses beside commercial and retail will benefit from newly formed “Community Benefit Districts” or CBDs. Learn how this new form of assessment district is taking the place of traditional BIDs in cities such as San Francisco, Oakland, San Jose and Los Angeles. *Panel facilitated by Marco LiMandri, President, New City America, Inc.*



Wednesday - Continued

Design Success: A Case Study

It takes blood, sweat and tears, plus a great strategic plan to complete a major design and beautification plan in downtown. The developer of Blacksmith Square in Livermore and the executive director of Downtown Livermore, Inc. will share their experiences and methodology used for this project. *Presented by Mike Madden, Blacksmith Square and Rachael Snedecor, Executive Director, Downtown Livermore, Inc.*

Chronicles of a Small Town's Redevelopment Efforts

When you're a small, rural community surrounded by metropolitan cities, you face many challenges (and opportunities!). Learn how the City of Winters has maximized its opportunities and addressed challenges leveraging redevelopment funds, grant funds and local resources. Learn what has been successful, how the city intends to compete in the future and ways to apply their methodology to your town from financing to implementation. *Presented by John W. Donlevy, Jr., City Manager; Cas Ellena, Redevelopment & Economic Development Director, and Shelly Gunby, Finance Director, City of Winters, CA.*

Welcome Reception 6:30 - 7:30 p.m.

Join us at **Upper Fourth** - Santa Rosa's most refined lounge. It's elegant and sophisticated yet relaxed inside with a nice view of downtown's Courthouse Square.

Crystal Eagle Luncheon 11:45 a.m. - 1 p.m.

Join us in honoring and recognizing the outstanding efforts put forth by our 2008 Crystal Eagle Achievement Award winners and be inspired by these revitalization efforts in California.

The second class of CDA's Professional Certification Program will receive their *Certified Downtown Professional* designation in a short ceremony following the awards.



Concurrent Sessions 1:15 - 2:30 p.m.

What Sponsors Want - And How To Deliver It

Sponsors are important, but are you successful at recruiting them and matching their needs to your program? In this session, sponsors will talk about what makes a sponsorship valuable to them and what kind of sponsorships they decline. You'll learn ways you can provide exactly what they want so you can establish great sponsor relationships that renew year after year. *Panel facilitated by Toni Bodenhamer, Toni Bodenhamer & Company with representatives from Bank of Marin, Clover Stornetta Farms, Comcast, and Kaiser Permanente.*

Parking Strategies for a Transit-Oriented Downtown

This case study of the City of Santa Rosa's recently adopted (November 2007) Downtown Station Area Specific Plan will provide an overview of the process including the public outreach strategy for the downtown and Historic Railroad Square and focus on parking and parking management as the key components of the plan. *Presented by Tom Ford, AICP, Principal, Design, Community & Environment; Autumn Buss, Downtown Program Coordinator, City of Santa Rosa; Wayne Goldberg, AICP, Director, Advance Planning and Public Policy; and Zack Matley, W-Trans.*

Nuts & Bolts of Successful Special Events

Does the thought of a hosting a special event have you cowering under your desk in fear? Fear not, this session will provide basic training on how to plan and coordinate a promotional event, including sample work plans, details for planning a large event, publicity, bidding logistics materials and volunteer services. *Presented by Rachael Snedecor, Executive Director, Livermore Main Street, Inc. and Emily Low, Executive Director, Fairfield Downtown Association.*

Crystal Eagle Award Winners Share Their Projects

The winners of the 2008 Crystal Eagle Achievement Awards will present their projects, and give details on how their project was implemented, funded, and address questions. *Panel facilitated by Craig Smith, Executive Director, Napa Downtown Association.*

Thursday, October 2

Registration 8 a.m. - 5 p.m.

Opening Plenary Session - 8:45 - 11:15 a.m.

The superb storyteller and best-selling author Laurence Haughton's keynote address will focus on strategic execution, organizational velocity, and leadership. Then, back by an overwhelmingly positive response to last year's **Mayors' Forum**, this year's Forum will prove to be just as informative. Mayors from several California cities, large and small, will take another hard look at the future of their cities and downtowns. They'll discuss the California economy and housing market, as well as regionalism, quality of life and neighborhood issues.

Concurrent Sessions 2:45 - 4 p.m.

Increasing Foot Traffic Through Mouse Clicks

The City of Pleasant Hill, in conjunction with 360Village Online Communications, developed an innovative interactive community guide. The guide showcases the city and downtown with photos and virtual tours using Google Maps' interface and also provides current planning, development and other timely information to attract virtual visitors. This session will review the Pleasant Hill Guide as well as other ways that free or low-cost Web 2.0 offerings can be utilized effectively to increase foot traffic to businesses and events! *Presented by Dan Stone, CEO, 360Village Online Communications, LLC and Kelly Calhoun, Economic Development Manager, City of Pleasant Hill.*

City Managers' Roundtable

Back by popular demand from last year, the city managers' roundtable will be sure to have a lively discussion on issues affecting downtown and neighborhood districts by city managers from both large and small communities within the state. Learn what city managers have to say about downtown's role in their vision for their city.

Green Design for Preservation and Revitalization

You can't get any greener than recycling buildings by historic preservation! Learn successful strategies to incorporate "green" methodology to protect historic buildings and take away suggestions for involving civic organizations in the design process. *Presented by Wayne Donaldson, State Historic Preservation Officer, Office of Historic Preservation/ California Department of Parks and Recreation.*

Case Study: Culver City BID Finds Entrepreneurial Ways to Expand Budget

Culver City's 10-year-old business-based BID had to look for ways to increase its small budget in order to provide more sophisticated services to an increasingly sophisticated downtown business environment. Learn how this BID embraced an entrepreneurial approach to funding that doubled its BID assessment, added an additional \$130,000 through an MOU with the City of Culver City, and gained an additional revenue source through the management of a new cluster valet parking program. *Panel facilitated by Rena Leddy, Vice President, BID Development and Operations, Urban Place Consulting Group, Inc.*

Concurrent Sessions 4:15 - 5:30 p.m.

Re-Tooling to Respond to New Realities: Strategic Planning for Downtown

Many business districts are served by organizations that have remained substantially the same for 20 years or more. Engrossed in day-to-day program demands and crisis management, downtown leaders have little time and resources to take a broader strategic view of the organization, its mission and direction. Learn a new approach to strategic planning through two case studies: The reinvention of Santa Monica's Bayside District and downtown Visalia's recently completed strategic plan. *Presented by Brad Segal and Jamie Licko, Progressive Urban Management Associates and Kathleen Rawson, Executive Director, Bayside District Corporation.*



Retail Attraction: Blending Anchors with Independents

Attracting a strong retail mix is a critical step in a successful downtown strategy. Learn essential recruitment strategies from successful public and private sector practitioners. Case studies include downtown Novato's successful recruitment of Trader Joe's and Whole Foods (with 125 homes above the store) and successful examples of complimenting anchors with independent operators. *Presented by Ron Gerber, Redevelopment and Economic Development Administrator, Novato Redevelopment Agency and Craig Semmelmeier, Principal, Main Street Property Services, Inc.*

Effective Communication with Elected Officials

Advocating on behalf of your organization to your city council and planning commission is an important part of every board member's and executive director's job. This session will discuss how to communicate more effectively with elected officials, the importance of your organization's involvement in the city planning process and successful strategies for presenting ideas to elected officials without anxiety. *Presented by Howard Levine, executive director, Grass Valley Business Association, and Lisa Swarthout, Vice-Mayor, City of Grass Valley.*

Programs to Keep them Buying Downtown

As part of a downtown's promotional strategy, looking for ways to entice people to shop and dine downtown is always a priority. As a result, downtown gift card programs are becoming more popular with both downtown organizations as well as the merchants themselves. This session will explore three views of a gift card program. StoreFinancial, a leader in gift card programs, will discuss the various types of programs and benefits. Then hear how an actual Downtown Organization has successfully launched the gift card program (as well as several other cutting edge "shop local programs") and the various methods used to market and promote the cards. Finally a downtown merchant will speak to the overall benefit that these types of programs have as it relates to driving business into their storefront.

Amanda Hillard, Marketing Manager, StoreFinancial; Christine Saldivar, Executive Director, Pleasanton Downtown Association, Judy Wheller-Ditter, Towne Center Books, Downtown Pleasanton

Sponsors and Exhibitors Reception 6 - 7 p.m. Hyatt Vineyard Creek Hotel and Spa

Join us for a happy hour in the hotel amongst our sponsors and exhibitors to thank them for their support. Afterwards, walk to dinner at one of Santa Rosa's fabulous restaurants. *The evening is yours to enjoy!*



Friday, October 3

Registration 7:30 a.m. – 10 a.m.



Plenary Breakfast - 7:45 - 9 a.m.

Start the day with a nourishing breakfast and food for thought! Then, **award-winning entertainer and mentalist Doug Kevilus** will wake us up with his high-energy show, offering unique and original ways to use the “magic of our minds.”

Concurrent Sessions 9:15 - 10:30 a.m.

Revitalizing Downtown with Parks and Open Space Walking Tour

This walking tour will stop at several parks and open spaces in downtown Santa Rosa and examine how design and programming contributes to the liveliness of downtown. Highlights will include the Prince Memorial Greenway, a bike and pedestrian path along a restored creek, Courthouse Square, downtown’s central “commons,” and Juilliard Park, perfect for big summer concerts and festivals. Discussion will include funding, design, and community process for open space creation, management and event programming. *Walking tour led by Steve Rabinowitsh, Professor of Political Science, Santa Rosa Junior College.*

Everything You Wanted to Know About Implementing An Ambassador Program

In this interactive session, learn how to tailor an Ambassador Program to fit your district and your budget. You don’t have to have a million dollar budget to have one! Learn the difference between Ambassador Programs and Safety Guide Programs. Seasoned managers and professional service providers of successful small and mid-size Ambassador Programs will share their deployment strategies and how they capture and report statistics. *Presented by Rena Leddy, Urban Place Consulting Group, Inc.; Mary Coburn, Downtown Long Beach Associates and Steve Hillard, Service Group Incorporated.*

A Case Study in Economic Restructuring

This two-hour, 45-minute interactive session consists of a hands-on workshop and panel discussion using a case study. Members of the downtown retail community of Windsor, California will join Jeff Eichenfield for a discussion of the strategic planning process used in that community. Attendees will learn how the strategic planning process works and have a further understanding of the principles behind the Economic Restructuring element of the Main Street Four Point Approach™. *Jeff Eichenfield, Eichenfield and Associates*

Concurrent Sessions 10:45 a.m. - Noon

What is a Sustainable Downtown? A Virtual Tour

This session will provide an overview and explanation of different approaches to creating a sustainable downtown. The presenters from RBF Consulting have worked in more than 140 downtowns across the United States and will be sharing a compilation of sustainable approaches and practices. In this fun, interactive session, participants will have the opportunity to learn from successful case studies, share their own experiences and take with them a toolkit of ways to incorporate sustainability into their downtowns. *Presented by Al Zelinka, Kim Ruddins and Courtney Wood of RBF Consulting’s Urban Design Studio*

Legislative Update – Legislation Affecting Downtown

Rex Hime of *California Business Properties Association* will provide an update on the latest pending and passed legislation and how it will affect your city, your downtown and your businesses.

Hotel and Conference Site

The Hyatt Vineyard Creek Hotel and Spa, located at 170 Railroad Street in downtown Santa Rosa, is our site for conference sessions and accommodations.

Special Conference Early Bird Rate for hotel:

\$169.00/night for a standard room, single or double occupancy **through August 5, 2008**; the rate increases to \$189 through September 2, 2008. *The room block is available until September 2, 2008 or until the rooms are filled, whichever comes first.* Parking at the hotel site is free.

For reservations, please call 1-800-233-1234 and ask for the CADA (CA Downtown Association) rate. For online reservations, please visit <http://vineyardcreek.hyatt.com/groupbooking/sonomcada2008>

We request that you use the conference hotel for your stay in Santa Rosa. Please remember that the California Downtown Association takes a financial risk when securing rooms for the conference. Registrants reserving rooms at other hotels increase this risk, which could result in fewer available rooms and higher room and registration rates in the future.



Airport Information

Horizon Air provides direct nonstop service to the Charles M. Schulz Sonoma County Airport in Santa Rosa from Los Angeles.

Directions to Hotel/Conference Site

From the Charles M. Schulz Sonoma County Airport in Santa Rosa:

Go east on Airport Blvd toward Flight Line Drive. Merge onto US-101 south; take the downtown exit, turn slight left onto Davis Street. Turn right onto 3rd Street, and then turn left onto Railroad Street.

From San Francisco: take 101 north toward Santa Rosa, exit on 3rd Street/Downtown Santa Rosa. Make the first left onto 3rd Street and go straight under the freeway. The Hyatt Vineyard Creek Hotel & Spa will be on your left.

From Oakland International Airport: take I-880 north towards downtown Oakland. I-880 becomes I-980 East. Take I-580 west towards Richmond/San Rafael. Merge onto US-101 north, exit on 3rd Street/Downtown Santa Rosa. Make the first left onto 3rd Street and go straight under the freeway. The Hyatt Vineyard Creek Hotel & Spa will be on your left.

From Sacramento: take I-80 West to CA-37; exit on US-101 north, exit on 3rd Street/Downtown Santa Rosa. Make the first left onto 3rd Street and go straight under the freeway. The Hyatt Vineyard Creek Hotel & Spa will be on your left.

Early Registration Deadline: Wednesday, September 10

Register Online and Save! A \$10 processing fee will be added for mailed and faxed registrations. For online registration, go to www.californiadowntown.com and click on Online Registration

Mailed and faxed registrations will be accepted until Wednesday, September 24 only.
Please copy this form and complete one for each registrant. forward by fax or mail.

NAME		TITLE	
ORGANIZATION			
ADDRESS		CITY/STATE	POSTAL CODE
PHONE		Fax	
EMAIL (Required)		WEB	

Cancellation: Cancellations prior to September 1, 2008, will be refunded less \$25 cancellation fee. Written notice required. Absolutely NO REFUNDS for cancellations after September 10, 2008.

Registration fees	By Sept 10	After Sept 10	Amount	
CDA Member:	\$365	\$420	_____	Full Conference Registration Fee includes : All sessions, Welcome Reception, Crystal Eagle Achievement Awards Luncheon, Sponsors and Exhibitors' Reception and Friday Plenary Breakfast.
Non-Member*: (includes one year introductory membership)	\$470	\$520	_____	
Wednesday Only (Includes welcome reception)	\$160	\$160	_____	
Thursday Only (Includes luncheon and sponsors' reception)	\$210	\$210	_____	
Friday Only	\$160	\$160	_____	
Guest Meals				Special Pricing for Non Member Organizations: If registering more than one person from an organization, register first person at non-member rate and all subsequent registrations may be submitted at member rate
Wednesday Reception	\$50		_____	
Thursday Lunch	\$60		_____	
Thursday Reception	\$40		_____	
		Processing Fee	\$10	
Dietary Request _____		Total Due \$ _____		

Method of Payment : _____ **Check (enclosed) Make checks payable to CDA.**

(circle one) MC VISA AM/EX

Credit Card #: _____ **Exp. Date:** _____ **security code:** _____

Name on card: _____ **Signature:** _____

Mail to: California Downtown Association, P.O. Box 300367, Escondido, CA 92030-0367
or Fax to: (760)741-2674

Questions? Email : conference@californiadowntown.com Phone: (888) 429-1224

Sponsors

Host Organizations



Built on a legacy of natural plentitude and economic vitality, Santa Rosa is the North Bay's hub for commerce and cultural activity. With a population of 160,000,

Santa Rosa enjoys the distinction of being the largest city between San Francisco and Portland, OR, and the fifth largest city in the Bay Area. At its heart is a downtown named by the California Planning and Development Report as one of the top five among the state's mid-sized cities. Downtown Santa Rosa boasts three distinct shopping districts, three historic residential neighborhoods, arts and culture, events, great restaurants, and world famous chefs, all within a lively, inviting atmosphere.



Santa Rosa Main Street mission is to establish Courthouse Square, Historic Railroad Square and Santa Rosa Plaza as the vital and prosperous downtown

urban center of Santa Rosa and Sonoma County. The program follows the National Main Street Four Point Approach™ model to community revitalization.



P.O. Box 30036
Escondido, CA 92030-0367

Downtown Champion



Downtown Supporters

Harrington Decorating Company, Inc.
NBS
Progressive Urban Management Associates
RBF Consulting's Urban Design Studio



Who Should Attend

Downtown/Business District Executives & Staff
Economic/Community Development Staff
Board and Committee Members
Business District Stakeholders
Elected and Public Official
City Planners
Consultants, Event Managers, Students
YOU!

CDA 2008 Annual Conference - Register Now!