

West Coast Urban District Forum
Los Angeles, CA
March 19-21, 2019

Join the LA Fashion District, California Downtown Association and IDA for the 2019 West Coast Urban District Forum. Master Talks and breakout sessions will explore how downtowns serve as economic development resources beyond city boundaries, and how social equity plays an important role in the work that we do. Experts will share best practices on enhancing downtown quality of life and cultivating the next generation of leaders.

The LA Fashion District in downtown Los Angeles covers 100 blocks and is a culturally, socially and economically diverse community with a rich heritage in the fashion industry - a district that is evolving its future to include residential and creative opportunities while maintaining its roots in fashion. See you in Los Angeles!

Tuesday, March 19, 2019

12:00 p.m. – 5:00 p.m. | Registration

Location: TBA

1:00 p.m. – 4:00 p.m. Downtown Los Angeles Bus Tour

Meeting Location: TBA

Please meet no later than 12:30 p.m.

Cost: \$50

On this tour we will explore the dynamic transformation of LA's urban center. This is your opportunity to get a crash course on DTLA, with a focus on the exciting developments in residential, office, retail, arts and culture, and hospitality, as well as the many civic and infrastructure projects in the pipeline. Along the way, we will discuss how downtown continues to evolve. From the mega-projects of South Park to the burgeoning creative industries in the Fashion District to the hipster cool of the Arts District, we will cover it all in under 3 hours.

1:00 p.m. – 4:00 p.m. The Fashion District: Building a Legacy & High End Design Walking Tour

Meeting Location: TBA

Please meet no later than 12:30 p.m.

Cost: \$25

This tour is a blend of the old and new. Learn about Florence Casler, the trailblazing female real estate developer who worked almost exclusively in the Fashion District in the early 20th century. Explore the struggles, defeats, and triumphs of garment worker unions in the Fashion District in the early 20th century, and see how the LA Fashion District has transformed over the years. In the span of a few blocks and buildings, the creative energies of fashion designers, marketers, wholesalers, and buyers converge to compare and compete—and strut—their talents. In re-purposed buildings, some architectural icons over a century old, you'll see where hundreds of tenants cultivate fresh ideas in fashion design, media arts, sales and publishing, and offering unique venues for trade shows, special events, and receptions.

5:30 p.m. – 7:00 p.m. | Opening Reception sponsored by TBA

Location: TBA

Wednesday, March 20, 2019

7:30 a.m. – 10:30 a.m. | Registration

Location: TBA

7:45 a.m. – 8:30 a.m. | Continental Breakfast sponsored by TBD

Location: TBA

8:30 a.m. – 10:00 a.m. | Opening Plenary and Master Talks sponsored by TBA

Location: TBA

- Monique Earl, Assistant General Manager of Administration and Field, LADOT (Los Angeles, CA)
- Michael Berne, Founder and President, MJB Consulting (Berkeley, CA and New York, NY)

- Donald Shoup, Distinguished Research Professor, Department of Urban Planning, University of California, LA (Los Angeles, CA)
- Jamillah Jordan, Director of the Equity Studio at MIG, Inc, (Berkeley, CA)

10:30 a.m. – 12:00 p.m. | Breakout Sessions

- *Finding Solutions to Parking & Access Challenges in Commercial Districts*
 Parking and access challenges rank as top concerns for BID stakeholders. Many districts lack parking, and also the ability to manage the inventory they do have. Plus, parking requirements can hamper development and leasing. This session will explore strategies to improve the parking experience by engaging with public and private entities. Learn about parking requirements and how different communities are amending them. Hear BID success stories about sharing in locally-generated parking revenue, increasing parking inventory through innovative methods, and advocating for changes to prohibitive legislation and city ordinances.
 Domain: Public Space Management & Operations
 Location: TBD
 Speakers:
 TBA
- *Moving from Theory to Practice: Frameworks for Defining Equity Outcomes*
 This panel session features innovators from across the country who are shaping equity outcomes and assessing the performance of their institutions through an equity lens. Identifying systematic ways to measure equitable progress can help cities make both incremental and large-scale change. The process of understanding and tracking the state of equity empowers civic leaders to concentrate on what's working and helps them make the case for additional investment (and community buy-in) into impactful strategies. Using case study examples and an analysis of best practices, the session will equip participants with pro-equity tools to measure impact and contribute to positive social change.
 Domain: Policy & Advocacy
 Location: TBD
 Speakers:
 TBA
- *Leveraging Development to Invest in Infrastructure*
 Cities aim for a thriving and vibrant downtown – one that attracts residents, companies, workers, tourists, and visitors alike. But what happens when that growth is on a fast track and infrastructure planning has a multi-decade-long runway? In this panel we'll learn about California's Enhanced Infrastructure Financing District legislation, how and when to use it, and what it can do to transform a district.
 Domain: Planning, Design & Infrastructure
 Location: TBD
 Speakers:
 TBA
- *7 Things You Can Do to Strengthen Your BID Through Branding*
 How do you brand something as complex as a city? Two BIDs talk through how their successful rebrands not only modernized and unified their identities, amplified the effectiveness of all of the organization's endeavors, increased the recognition the BIDs got from stakeholders, and saved time and money – but also accomplished something larger. Rebranding positioned both BIDs to move from identifying their communities as a "place" to representing a "destination" – answering the questions "Why visit here?" "Why live here?" and "Why invest here?" No matter the size of your BID, these branding insights will make your work more effective.
 Domain: Marketing, Communication & Events
 Location: TBD
 Speakers:
 TBA
- *Strategic Planning for Downtowns*
 Whether it's preparing for P/BID formation or renewal, or to refresh a downtown management organization that needs to diversify its funding and approach, strategic planning is an essential tool to

guide downtown managers and board members. This session will provide an overview on the benefits of strategic planning for downtown organizations, and then focus on two recent strategic planning efforts undertaken for the Old Pasadena Management District and the iconic Santa Monica Pier.

Domain: Organizational Management

Location: TBD

Speakers:

TBA

12:30 p.m. – 2:00 p.m. | Lunch and Master Talks sponsored by TBA

Location: TBA

Lunch will be provided to attendees.

- Emilie Lewis, Director, California Market Center (CMC) (Los Angeles, CA)
- Mark Loranger, CEO & President, Chrysalis (Los Angeles, CA)

2:30 p.m. – 4:00 p.m. | Breakout Sessions

- *Common Ground: Navigating Diverse Communities Within Urban Environments*
This session examines the need to find common ground and facilitate understanding between two drastically different groups of residents. How do we establish and communicate communal expectations between existing unsheltered residents and new residents moving into new developments within one neighborhood?
Domain: Public Space Management & Operations
Location: TBD
Speakers:
TBA
- *Holding Back the Tides of Time: How We Deal with Changing Retail Mixes*
There is an ever-widening array of policy tools that cities in California and beyond have already implemented or are considering in an effort to regulate retail mixes and slow tenant displacement in rapidly-gentrifying or already-gentrified business districts. With some of these, enough time has even elapsed that we can now start to analyze outcomes. Drawing on case studies, this timely session will examine what has been and is being done with respect to commercial vacancy taxes, commercial rent control, legacy business ordinances and other such instruments, then assess whether they are doing what they were meant to do and consider what unintended consequences they might have set in motion. Finally, we will discuss, on a broader philosophical level, whether such tools are serving legitimate or worthwhile purposes of public policy.
Domain: Policy & Advocacy
Location: TBD
Speakers:
TBA
- *Planning for the Future of Los Angeles*
How does a city transition from analog to smart? How do we prepare for changes in the way our streets and sidewalks are used? From autonomous vehicles, to an international airport redesign, to the 2028 Olympic games, learn how LA is planning for the future.
Domain: Planning, Design & Infrastructure
Location: TBD
Speakers:
TBA
- *Effective Leadership and the Toolkit to Get It Done*
This workshop will explore ways to maximize your staff and productivity, manage pressure and make decisions about new projects and priority setting. We will focus on Board development, strengthening the effectiveness of committees and ways to support and bolster the Executive Director and staff of your organization. You will leave with the tools to help explain the role of the Board versus the role of the staff and discuss some of the challenges of leading in today's business climate. The workshop is led by Steve

Gibson and Kathleen Rawson who between them have more than 50 years of experience working with and leading successful downtown organizations.

Domain: Leadership Development

Location: TBD

Speakers:

Steve Gibson, President, Urban Place Consulting Group (Long Beach, CA)

Kathleen Rawson, CEO, Downtown Santa Monica, Inc. (Santa Monica, CA)

- *Art of the State: Leveraging Local Culture and Creativity to Enliven the Downtown District*

This session will present a snapshot of case studies that engage makers, artists and other creatives in downtown promotions, placemaking and development projects. Great Downtowns of all sizes are identified by their cultural environment. We will explore how both large and small investments in arts and creativity can return dividends that multiply.

Domain: Economic Development

Location: TBD

Speakers:

TBA

4:30 p.m. – 6:00 p.m. | Networking Reception sponsored by TBA

Location: TBA

6:00 p.m. | Dinner on your own in Los Angeles

Thursday, March 21, 2019

8:00 a.m. – 10:00 a.m. | Registration

Location: TBD

8:30 a.m. – 10:00 a.m. | Breakout Sessions

- *Bringing Back Main Streets*

TBA

Domain: TBA

Location: TBD

Speakers:

TBA

- *The Value of U.S. Downtowns: Informing of Downtown Vitality Index*

The Value of U.S. Downtowns and Center Cities is a data-driven examination of downtowns' role as engines of citywide vitality. This project is in its second iteration of a new, repeatable formula for calculating the value of downtown and makes the case that investing in downtown delivers powerful citywide and regional benefits. Urban centers are productive, exciting and full of potential – learn how IDA actually measures this.

Domain: Policy & Advocacy

Location: TBD

Speakers:

TBA

- *Curb Appeal: Advocacy Tools for Prioritizing Curb Uses*

Innovative disruption in mobility and economic development have created new demands on curb space in dense urban places. Traditional uses like metered parking and valet stands are often in conflict with new uses like food delivery, rideshare, and dockless mobility services. Learn how to quantify and analyze competing curb uses in existence today and gain tools to advocate for the reallocation of curb space to serve new priorities in your community.

Domain: Planning, Design & Infrastructure

Location: TBD

Speakers:

TBA

- *Engage and Grow Your Audience with Digital Marketing*

The customer journey has transitioned to a mobile first, content driven, digital ecosystem. In this new digital landscape, it can be daunting to plan, execute, maintain and evaluate a digital marketing plan. This session brings together best practices to identify and engage your audience, amplify your reach, bring visibility to your businesses and drive foot traffic to your district. Listen to and collaborate with experts in the fields of influencer marketing, website marketing, event marketing, and analytics and loyalty. Learn simple tactics that can be implemented right away, even if you're digitally challenged.

Domain: Marketing, Communication & Events

Location: TBD

Speakers:

TBA

- *Capitalizing on Cannabis*

Developers are capitalizing on the potential they see in creating new innovative hubs, office parks, and upscale retail around this emerging industry. As more areas legalize recreational adult-use and business becomes more mainstream, companies have gone from struggling to find suitable space and being accepted by local communities, to being anchor tenants and leaders of future development. This panel is comprised of California-based companies who are leading the way in three distinct pillars of the cannabis industry – retail, consumption and development.

Domain: Economic Development

Location: TBD

Speakers:

TBA

10:30 a.m. – 12:00 p.m. | Breakout Sessions

- *Homelessness Successes*

TBA

Domain: Public Space Management & Operations

Location: TBD

Speakers:

TBA

- *California Legislative Priorities Roundtable*

Legislative advocacy is a critical benefit of membership in the California Downtown Association. Join the advocacy team for a roundtable discussion of legislative priorities and key bills for the 2019 legislative session.

Domain: Policy & Advocacy

Location: TBD

Speakers:

Jason Bryant, Bryant Government Affairs

- *Women in Leadership*

Effective downtown leaders must continually refine their skills to maintain their competitive edge and enhance their district's assets. Regardless of age, experience or gender, studies have shown that successful urban district leaders exhibit key behavioral traits that allow them to succeed in this unique environment that is so dependent on collaboration and partnerships. This session will examine the findings from the "High Performing Urban District CEOs," a behavioral competency leadership study completed by HRS, Inc. and Somerville Partners, Inc., in partnership with IDA. This study analyzes the competency requirements and inherent behavioral traits that best serve an urban district leader. The session will also consider the needed characteristics and skills that help urban district CEOs navigate turbulent times, weather political changes and manage the balance needed in their high-profile positions.

Domain: Leadership Development

Location: TBD

Speakers:

TBA

- *BIDs and BIAs 2.0: Working Collectively to Tackle Bigger Challenges*
As the challenges facing our cities evolve, place management organizations are taking on more complex roles and responsibilities, and rethinking our relationships with each other and our government partners. In California and elsewhere, BIDs/BIAs within a single jurisdiction have formed associations to share knowledge and be more effective advocates. Other times, a governmental agency provides technical support. Come discuss how these entities are evolving: what forms they take, what tools they use to develop solutions, and what new organizational and legal structures need to be created.
Domain: Organizational Management
Location: TBD
Speakers:
TBA
- *DTLA // IRL: A Pop-Up Case Study*
In December 2018, the Downtown Center BID launched DTLA // IRL – a multi-faceted pop-up activation showcasing Downtown’s culture, community, and commerce. The project comprised three main elements: a visitor’s center, retail store, and event space, and served as a promotional vehicle for the Downtown retail market and a variety of local businesses, highlighting local art and culture, and engaging the local community of residents, workers, and visitors. The panel will discuss the project’s genesis and objectives, production and promotion, impact and lessons learned.
Domain: Marketing, Communication & Events
Location: TBD
Speakers:
TBA

12:30 p.m. – 2:00 p.m. | Closing Plenary Luncheon and Keynote Address sponsored by TBD

Location: TBD

- Jonathan E. Sherin, M.D., Ph.D., Director, Los Angeles County Department of Mental Health (Los Angeles, CA)

CO-HOSTED BY

