

Reinventing Older Communities



PHOTO BY MELISSA KINNEY

Bridging **GROWTH** & **OPPORTUNITY**

MAY 12–14, 2014

Loews Philadelphia Hotel



FEDERAL RESERVE BANK OF PHILADELPHIA

Reinventing Older Communities

Bridging **GROWTH** & **OPPORTUNITY**



May 12–14, 2014, Loews Philadelphia Hotel

Join the Federal Reserve Bank of Philadelphia and our cosponsors this May as we consider strategies to bridge growth and opportunity in our communities. The sixth biennial Reinventing Older Communities conference will feature stimulating discussions and engaging debates on the best ways to ensure that the benefits gained through economic recovery are widely shared.

Together with our cosponsors, the Philadelphia Fed is preparing three days of plenary sessions, breakouts, and keynote addresses designed to answer the question: How are communities capitalizing on economic development activities in a way that benefits all residents?

You'll also have opportunities for some on-site learning. This year's conference includes four optional tours & activities: Two tours highlight redevelopment efforts in Philadelphia's Logan neighborhood, or in Camden, NJ; the third tour gives attendees an overview of economic development efforts and a sampling of the delicious fare in the Reading Terminal Market, including Philadelphia's famous cheesesteaks and pretzels. The fourth gives attendees a chance to go on a "Rocky Run" to the steps of the Philadelphia Museum of Art.

Participate in Sessions That:

- Explore how entrepreneurs are reinventing cities
- Show innovations in funding and financing
- Study changing demographics and their impact on America's urban renewal
- Connect hard-to-serve populations and jobs
- Discover what students need to succeed
- See artists as agents for neighborhood change
- Examine exporting cities in the global economy

Who Should Attend?

Community developers and advocates; government, business, and foundation leaders; researchers; policymakers; bankers; planners; and others interested in the future of cities and regions.

Visit Our Website

Register now at www.philadelphiafed.org/ROC2014. The agenda is on our website, and we are updating it regularly with specifics on speakers and sessions, so check back often. Follow us on Twitter [@philfedcomdev](https://twitter.com/philfedcomdev) for conference updates; use the hashtag: **#Reinvent2014**.



9:00 a.m. – 12:00 noon

Four Optional Tours & Activities

- A tour of economic revitalization efforts in Camden, NJ, a small industrial city
- A tour of economic revitalization efforts in Philadelphia's Logan neighborhood
- An economic development walking tour of the historic Reading Terminal Market, which features Philadelphia's famous cheesesteaks and pretzels
- A 3.5-mile "Rocky Run" to the steps of the Philadelphia Museum of Art

11:00 a.m. – 12:00 noon

Registration

12:00 noon – 1:45 p.m.

Lunch & Framing Plenary Session: *Economic Growth with Benefits for All*

Panelists include Raj Chetty, Professor of Economics, Harvard University; Angela Glover Blackwell, Founder and CEO, PolicyLink; and Manuel Pastor, Director of the Program for Environmental and Regional Equity, University of Southern California.

1:45 p.m. – 2:00 p.m.

Break

2:00 p.m. – 3:30 p.m.

Concurrent Workshops

The workshops discuss the impact of America's changing demographics; how the housing market is evolving; transportation's role in connecting low- and moderate-income workers to jobs; and tools for achieving greater equity and more inclusive growth.

3:30 p.m. – 3:45 p.m.

Break

3:45 p.m. – 5:00 p.m.

Plenary Session: *Entrepreneurs Reinventing Cities*

This session will explore cities where business leaders are the driving forces behind the revitalization of downtown areas or transitioning neighborhoods.

5:00 p.m. – 6:30 p.m.

Reception



Tuesday, May 13



7:45 a.m. – 8:30 a.m.

Breakfast Roundtables

8:30 a.m. – 10:00 a.m.

Concurrent Workshops

The workshops explore the future of community development corporations; innovations to promote financial inclusion; artists who are changing their neighborhoods; and how governments are doing more with less.

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:45 a.m.

Concurrent Workshops

The workshops highlight new partners in redeveloping neighborhoods; how to measure the impact of community development corporations; sustainable “green” practices that benefit low-income communities; and innovative data-driven tools.

12:00 noon – 2:15 p.m.

Lunch with the Mayors

In a candid conversation, dynamic and well-respected city leaders will share their insights on the key issues they face today and the opportunities they are embracing to attract new resources and expand opportunity for all residents.

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 4:00 p.m.

Concurrent Workshops

The workshops explore ways to measure the impact of community development strategies on neighborhoods; workforce development programs to connect hard-to-serve populations with jobs; innovative plans that prepare communities for natural disasters; and how cities can use international exporting as a development tool.

4:15 p.m. – 5:30 p.m.

Plenary Session: *Innovations in Funding and Financing*

Philanthropy is changing, government funding is limited, and financial institutions have experienced dramatic shifts. Social impact investing, crowdsourcing, and infrastructure trusts are just three of the new and innovative funding models that will be highlighted in this session.

Wednesday, May 14

AGENDA

At-a-Glance

7:45 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:00 a.m.

Plenary Session: *Looking into the Crystal Ball: What Will the Future Bring?*

Panelists include Mark Zandi, Chief Economist, Moody's Analytics; Susan Wachter, Co-Director, Penn Institute for Urban Research; and Jeremy Nowak, President, J Nowak and Associates.

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:45 a.m.

Concurrent Workshops

The workshops explore new lending opportunities in a changed mortgage market; building community capacity; what students need to succeed; and innovative local economic development tools.

12:00 noon – 1:30 p.m.

Keynote Address

1:30 p.m. – 3:30 p.m.

Optional Tour

An economic development walking tour of the historic Reading Terminal Market, which features Philadelphia's famous cheesesteaks and pretzels



Spring is a wonderful time to visit Philadelphia. Go to www.visitphilly.com to find out what else is going on in the city during the conference.

Conference Registration

Register now on our website: www.philadelphiafed.org/ROC2014.

Registration Fees

\$495 for general attendees, \$395 for nonprofit staff, \$150 for students

Fees include all conference materials, luncheons on Monday through Wednesday, continental breakfasts on Tuesday and Wednesday, and a reception on Monday evening.

Tours & Activities

Four optional tours and activities are being offered as part of the conference. Detailed descriptions can be found on the registration website. There is a small additional fee for most tours.

Cancellation Policy

Refunds minus a \$50 administrative fee will be issued upon written request if the request is received on or before April 14, 2014. Please note: The Federal Reserve Bank of Philadelphia will not issue refunds on cancellation requests received after April 14, 2014.

Need Assistance with Registration?

Contact Jeri Cohen-Bauman of the Community Development Studies and Education Department at 215-574-6458 or jeri.cohen-bauman@phil.frb.org.

Hotel Reservations

If you require overnight accommodations, a block of rooms has been reserved at the Loews Philadelphia Hotel at a rate of \$199 per night, plus tax, for single occupancy.

Go to <http://ow.ly/sNzkc> to book a room at this special rate. Or you can call the Loews Hotel directly at 888-575-6397; to receive the special rate over the phone, you must mention that you are attending the Reinventing Older Communities conference.

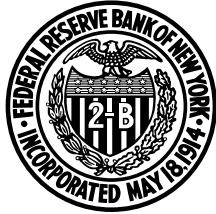
Reservations must be made by **April 14** to lock in this special rate. Since space is limited, we recommend that you book early and reserve a room when you are registering for the conference.

www.philadelphiafed.org/ROC2014



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