

# PUBLIC SECTOR WORKSHOP PROGRAM

Our public sector workshops are an educational tool for local communities to help their public sector decision-makers, officials, and staff develop a more thorough understanding of the specific land use topics, priorities, and challenges that their communities face.

The customized 2-4 hour workshops equip public sector leaders with the tools, knowledge, perspectives, and private-sector insights they need to ensure their communities remain vibrant, resilient, and responsive to changing economic circumstances and competing market forces.



1. Build local capacity and cohesion around your community's key land use priorities
2. Learn from top private sector leaders how to best utilize and collaborate with private sector investment
3. Discover how to competitively position your community to attract and retain the investment and development needed to achieve your goals
4. Develop a stronger understanding of key land use topics impacting your community



Our workshops leverage the expertise and broad knowledge base of the Urban Land Institute's top industry leaders to educate and guide local communities through difficult land use topics, challenges, and opportunities, enabling public sector leaders to better navigate real estate development opportunities and address challenging issues.

Workshops are led by a multidisciplinary panel of top-level, recognized industry experts, and are presented in an educational format that provides a comfortable, respectful environment for candid learning and open discussion.

Workshops focus on overall education and broad action areas rather than providing granular recommendations, enabling your community to confidently move forward on your land use priorities.

Workshops are customized to your community's specific needs, and focus on the topics most relevant to you. Potential topics could include:

- Development 101
- Visualizing Density
- P3s (Public Private Partnerships)
- Downtown Revitalization
- Economic Development
- Resiliency
- Mobility & Transit-Oriented Development
- Housing Affordability
- Placemaking

And many more....



Our two- to four-hour interactive workshops are customized to the specific topics most relevant to your community's current needs.

Workshops are led by a panel of the region's top industry leaders, who are carefully selected for your community.

### Workshops Provide:

- Public officials and staff with effective tools for addressing pressing community and regional issues
- Broad perspectives on your city's development issues
- Understanding of how the development process works
- Insights on how to most successfully partner with private-sector investors and developers to achieve your community's goals

### Ideal For:

Communities thinking strategically about specific land use and development issues or currently facing difficult development-related challenges.

Elected officials, planning and zoning commissions, economic development and housing committees, regional planning organizations, staff, and others.

### Workshop Logistics

- Workshops cost \$5,000
- We recommend 3-6 weeks for workshop planning & prep
- Workshops can be for as many officials, staff, public attendees, and community leaders as you need

### Get Started Today

If your community or planning entity is facing difficult real estate topics or challenges, reach out to us to determine if an educational workshop would be right for you.

We will work directly with you to identify your community's needs and design your unique workshop panel and curriculum.

### Contact Us

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**Request an educational Public Sector Workshop for your community**

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**On behalf of the City of Tamarac,**

**I would like to extend**

**my sincere appreciation**

**to the Urban Land Institute for**

**conducting an exceptional**

**customized workshop for our**

**Tamarac Commission and staff.**”

**– Mayor Michelle J. Gomez,  
City of Tamarac**

### About The Urban Land Institute

The Urban Land Institute is a global nonprofit land use and real estate forum dedicated to providing leadership in the responsible use of land.

We are passionate about making better places and creating a sustainable, thriving future for our communities.

Since our founding, we've worked to deliver change in our communities through a variety of efforts. We engage public sector leaders and partner with local communities to deliver useful, informed, impactful, and pragmatic land use expertise and education, and are the nonprofit leader in resolving community land use and development issues.

Learn more at [www.seflorida.uli.org](http://www.seflorida.uli.org)