



TAMPA BAY

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**TRENDS  
CONFERENCE**



# Welcome

Welcome to the annual ULI Tampa Bay Trends Conference connecting the top real estate professionals from throughout the Tampa Bay area – developers, attorneys, engineers, architects, brokers, land use planners, and more, from both the private and public sector.

From keynote addresses to networking opportunities, the Trends Conference focuses on changing markets, growing trends and new opportunities, and insights from leading industry professionals. The annual Trends Conference brings together ULI members and non-members from across the region who are interested in the progress and prosperity of our communities and our industry. We are glad you're here! Enjoy!



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# Schedule at a Glance

**12:00pm**

Registration, Sponsor  
Tabling and Networking

**12:30pm**

ULI Tampa Bay Trends  
Co-Chairs Greeting

**12:45pm**

Keynote

**Are the Trends Trending?**

**1:05pm**

Panel

ULI's Technical Advisory  
Panels and Advisory  
Services Panels

**1:15pm**

Panel

Developer Panel: How  
Can We Preserve Tampa  
Bay's Character?

**2:05pm**

Quick Hit

Surge: Resilience  
at Every Scale

**2:30pm**

Panel

Homecooking: Real Estate  
and Tampa Bay's Local  
Food Scene

**3:00pm**

**Networking Break,  
Sponsor Tabling**

**3:25pm**

Panel

**Keeping Tampa Bay  
Healthy: Medical Research  
and Innovation Projects**

**4:20pm**

Quick Hit

**Zero Empty Spaces:  
Answers for the Industry**

**4:40pm**

Quick Hit

**Creative Policy Solutions  
for Attainable Housing**

**5:00pm**

Keynote

**Beyond the Ballpark:  
Sports-Led Real Estate  
Development**

**5:30pm**

**Onsite Networking  
Happy Hour**

**6:30 pm**

**Event Ends**





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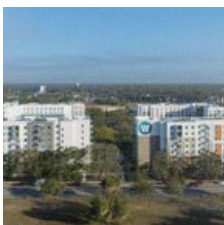
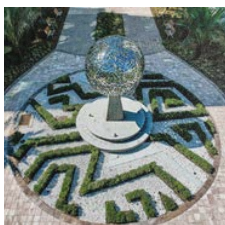
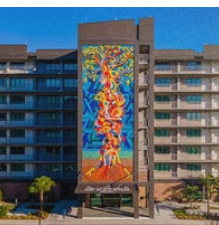
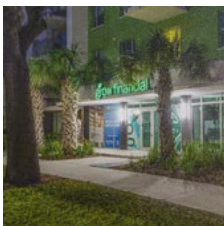
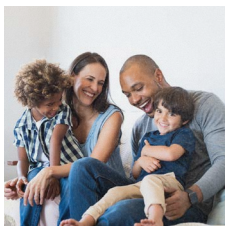
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# Sessions

**12:00pm** Registration, Sponsor Tabling,  
Networking

**12:30pm** ULI Tampa Bay Trends  
Co-Chairs Greeting



Dawn Dodge,  
Kimley-Horn,  
**2026 Trends Co-Chair**



Jason Heffelmire,  
Power Design,  
**2026 Trends Co-Chair**

**12:45pm** *Are the Trends Trending?*




Lesley Deutch,  
John Burns Research  
and Consulting

**1:05pm** *ULI's Technical Advisory Panels  
and Advisory Services Panels*



Phillip Smith,  
Framework Group LLC,  
**2025-2027 ULI Tampa Bay Chair**



A photograph of a city skyline at sunset, with several tall buildings and a bridge over a river. The sky is orange and yellow.

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# Sessions

## 1:15pm *Developer Panel: How Can We Preserve Tampa Bay's Character?*



Moderator: Ben Dacheballi,  
Bradley



Ali Ribeiro,  
WS Development



Brian Van Slyke,  
Kolter



Geri Lopez,  
City of Tampa



James Nozar,  
KETTLER

## 2:05pm *Surge: Resilience at Every Scale*



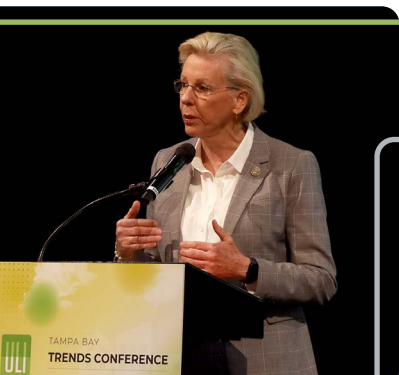
David Corona,  
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# Sessions

## **2:30pm** *Homecooking: Real Estate and Tampa Bay's Local Food Scene*



Moderator: Jeff Houck,  
The 1905 Family of Restaurants



Ferrell Alvarez,  
Proper House Group



Greg Proechel,  
Tastes Pretty Good



Joseph Guggino,  
Next Level Brands

## **3:00pm** **Networking Break, Sponsor Tabling**

## **3:25pm** *Keeping Tampa Bay Healthy: Medical Research and Innovation Projects*



Moderator: Alison Barlow,  
St. Pete Innovation District



Erin O'Toole,  
Orlando Health Bayfront Hospital



Hannah Mae Merton,  
Moffitt Cancer Center/Speros



Jen Crabtree,  
Tampa General Hospital



Patrick Downes,  
BayCare St. Joseph's Hospital-South

**4:20pm** *Zero Empty Spaces:  
Answers for the Industry*



Evan Snow,  
Zero Empty Spaces

**4:40pm** *Creative Policy Solutions  
for Attainable Housing*



George Kruse,  
Manatee County



Jillian Bandes,  
Bandes Construction/YIMBY St. Pete



Rebecca O'Hara,  
Florida League of Cities

**5:00pm** *Beyond the Ballpark:  
Sports-Led Real Estate Development*



Ken Babby,  
Tampa Bay Rays

**5:30pm** *Onsite Networking Happy Hour*



Kimley»Horn

# Setting

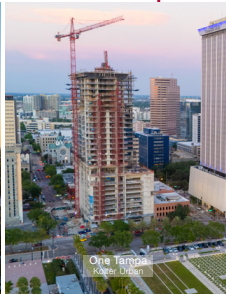
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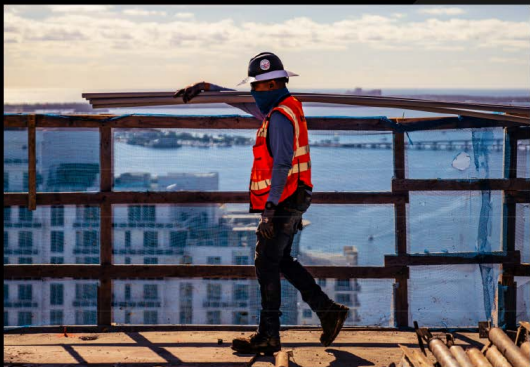


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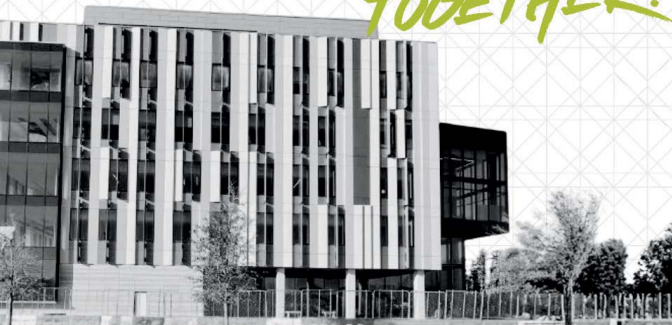
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**Lyle Fogarty**  
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ULI Tampa Bay



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