

# Innovative Waterfronts Transforming Communities



# URBAN WATERFRONT REVITALIZATION

Produced by



Hosted By



Gold Sponsor



Silver Sponsor



## Conference Program:

## Opening Session Speakers:

### WEDNESDAY, SEPTEMBER 10, 2008

7:00 AM - 12:00 PM	<b>Pre-Event Workshop: Sustainable Shorelines</b>
12:00 PM - 1:30 PM	Registration, Networking and Exhibit Viewing Opportunity
1:30 PM - 1:45 PM	Welcome Remarks & Keynote Panel Introduction
1:45 PM - 3:00 PM	<b>Waterfronts for the 21st Century</b> Keynote & Panel Discussion
3:00 PM - 5:00 PM	Open Air Reception. Sponsored by ANTHONY'S RESTAURANTS & ELLIOT BAY BREWING COMPANY



**Mayor Cary Bozeman of Bremerton, Washington:** Bremerton was the forgotten city across the Puget Sound from Seattle, but with new partnerships and a grand vision, Bremerton is on the map with a new marina, government building, condos, parks and a convention center. National magazines have Bremerton on their up-and-coming cities list, and businesses and residents are looking across the Sound to Bremerton as the newest place to locate, live and play.

### THURSDAY, SEPTEMBER 11, 2008

8:00 AM - 9:00 AM	Registration and Breakfast. Co-hosted by LAND TITLE COMPANY & THIRD PLACE COMPANY
9:00 AM - 9:15 AM	Welcome Remarks & Keynote Introduction
9:15 AM - 10:00 AM	Keynote to be Announced
10:00 AM - 10:15 AM	Networking Break. Sponsored by PUGET SOUND ENERGY
10:15 AM - 11:00 AM	<b>Finding the Dollar--Innovative Financing Approaches</b> Panel Discussion
11:00 AM - 12:00 PM	<b>From Brown to Brilliant: a Behind the Scenes Look at Redevelopment</b> Community Case Studies and Panel
12:00 PM - 1:30 PM	Luncheon sponsored by WET DESIGN <b>The "Boomertown" Story: How to create a vision, make change and achieve the dream.</b> Session sponsored by PORT OF BREMERTON
1:30 PM - 2:15 PM	Networking Break, Exhibit Viewing Opportunity and Waterfront Walking Tour
2:15 PM - 3:00 PM	<b>Big T--Transportation, Tunnels and Thruways</b> Panel Discussion
3:00 PM - 3:45 PM	<b>The Balancing Act: A vision for Smart Growth</b> Community Case Studies
3:45 PM - 4:00 PM	Networking Break. Sponsored by FOSTER PEPPER, PLLC
4:00 PM - 4:45 PM	<b>Creating the Magnet</b> Community Case Studies
5:00 PM - 6:00 PM	Reception (no host bar) in Exhibit Area
6:00 PM - 9:00 PM	<b>Sustainable Waterfronts</b> Dinner & Program



**Mayor Don Amos of Sidney, British Columbia:** Sidney is located on the southern tip of Vancouver Island on the Saanich Peninsula. Sidney used to be the town you drove through to get to Victoria, just a 20 minute drive away once getting off the ferry or plane. Sidney has since revitalized itself into a destination of its own for tourists and residents alike with marinas, hotels, spas, galleries and newly built condominiums.



**Councilmember and Former Mayor Mike Kelly of Sausalito, California:** From the first settlements of sailors, whalers & shipbuilders in the early 1800s, to a transport hub with the arrival of the railroad, a rum running enclave during Prohibition-times, a shipbuilding town during WWII and the artist community it is today, Sausalito is now in the business visioning process to honor its past and keep it moving towards the future.

### FRIDAY, SEPTEMBER 12, 2008

8:00 AM - 9:00 AM	Exhibit Viewing Opportunity and Hosted Breakfast
9:00 AM - 9:15 AM	Welcome Remarks & Keynote Introduction
9:15 AM - 10:00 AM	Keynote to be Announced
10:00 AM - 10:15 AM	Networking Break, sponsored by LMN Architects
10:15 AM - 11:00 AM	<b>Turning the Public Into Partners:</b> Community Case Studies
11:00 AM - 11:30 PM	Closing Comments and Discussion

## Just Some of the Confirmed Speakers:

- Mayor Dennis Johnson of Wenatchee, Washington
- Mayor Doug Mah of Olympia, Washington
- Mayor Ellen Moyer of Annapolis, Maryland
- Gary Penway, Project Manager and Deputy Director of the Community Development Department for North Vancouver, BC
- Juli Wilkerson, Director of the Washington State Department of Communities, Trade and Economic Development
- Roger Hoesterey, The Trust for Public Land Vice President and Northwest Regional Director

Breakfast Co-Sponsors



Luncheon Sponsor



Session Sponsor



Reception Sponsors



Networking Sponsors

LMN ARCHITECTS

PSE PUGET SOUND ENERGY  
The Energy To Do Great Things



FOSTER PEPPER

Conference Contributors & Exhibitors





Register now for Pre-Event Workshop

## Sustainable Shorelines

Wednesday, September 10, 2008

7:30 AM-8:00 AM: Registration, coffee and networking

8:00 AM-12:00 PM: Workshop

\$75 per person (Separate registration required)

Space is limited to insure high-quality interaction

Valuable information for planners, engineers, architects and landscape architects. Program will address innovative ideas about shipping/passenger transport challenges, emerging green rating systems for evaluating shoreline development, practical procedures and award-winning project examples, and more.



Take away useful information to incorporate into your shoreline development plans:

- Learn about the emerging trends in sustainable shorelines
- Explore the latest technologies and solutions for sustainable shoreline development
- Discover ways to navigate through shoreline land use zoning and regulation bylaws
- Understand the environmental, social and economic benefits sustainable shoreline development brings
- Meet potential partners and others who may be useful in your projects
- Learn emerging best practices from both technical and biological case studies

Go to [www.uwrconference.com](http://www.uwrconference.com) to register and get more information (workshop registration is separate from conference registration).

## 2008 Innovative Waterfront Projects RESEARCH REPORT

This annual effort provides in-depth profiles of leading projects across North America, with a summary of projects underway or planned for start the upcoming year.

- Learn more about what your peers are accomplishing with **case studies and project profiles**--project details, approaches, and strategies around design, public engagement, financing and much more.
- Use the **project pipeline summary** to find other communities at the same stage of revitalization, and get the earliest look at communities considering new projects.
- The report also features a **solution showcase** of some of the most innovative services and solutions that communities are leveraging to advance their projects. If you are a solution provider, make sure that you are listed!

Report retails at \$795.00, but is complimentary to research participants and report advertisers. Don't miss out on this valuable resource.

Contact Treena Colby at [tcolby@athenacompany.com](mailto:tcolby@athenacompany.com) or 206-226-7224 to participate.



### Advertising Opportunities in the 2008 Innovative Waterfronts Report

The report will be provided to all early registrants to the conference and will also be promoted out to the broader municipal decision-maker.

### GET YOUR ADS IN NOW FOR THE BEST PLACEMENT

Advertising opportunities are now available:  
Contact Marcy McCabe for more information.  
Email: [mmccabe@athenacompany.com](mailto:mmccabe@athenacompany.com)  
Phone: 604-833-4490

# URBAN WATERFRONT REVITALIZATION

Innovative Waterfronts Transforming Communities

## SEPTEMBER 10-12, 2008

Kitsap Conference Center  
Bremerton, Washington

### Hosted By



Waterfronts are a key component of many urban cities in North America. Join the City of Bremerton as they host fellow communities and pioneers leading the revitalization of these important assets.

Three days of insights from projects at all stages, from strategy to implementation and beyond.  
Key Topics: financing, transportation, water & built elements, public engagement, waterfront promotion, sustainability and more.

### Who Should Attend

Join peers as they explore best practices, success stories and lessons learned:

- Elected officials & community leaders
- Project planners
- Economic development leaders
- Private developers
- Financiers
- Solution providers

### Cost to Attend

**\$250** Government, academia and not-for-profit attendees

**\$350** Private sector attendees

Rates good until August 1st

Register at [www.uwrconference.com](http://www.uwrconference.com)

\*Space is limited. Register early.



Produced by

as part of Brilliant Communities Network  
and the Urban Waterfront Alliance

### Association/Organization Partners



## Registration Form

There are three ways to register for the UWR conference:

1. Register at [www.uwrconference.com](http://www.uwrconference.com)
2. Fax this form to (206) 260-3616 or mail this form to the address on the right
3. To qualify for the group rate, call us at 206-226-7224

Athena  
218 Main Street, #254  
Kirkland, WA 98033  
Fax: (206) 260-3616

### Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Organization: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Participant Type

- Government, Academic and Non Profit \$250.00
- Private Sector \$350.00
- Pre-Event Workshop: Sustainable Shorlines \$75.00

### Payment Type

- Check (Please make payable to Athena and mail with registration form--must be postmarked by August 1st)

Credit Card  MasterCard  Visa

- Athena is authorized to charge the credit card below to pay the registration fee.

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Verification Code (Located on the back of your credit card near the signature box. It is the last three digits listed on the right side of that box.) \_\_\_\_\_

Signature: \_\_\_\_\_