



Dear Robin,

This letter is to personally invite you to an upcoming workshop called ***“Awakening the Possibilities: Balancing Nature and Commerce”***. It is being held at the Titusville Playhouse on the evening of March 14th and all day on March 15th, 2012. There is no cost to attend, and I believe you will benefit greatly from the information.

Why do I believe that? Because as I sat in an economic development meeting today, I heard the speakers talking about the need to find our communities differential and capitalize on it - giving the consumer a reason to select our community as a destination because we are different than all of the other communities around. When I say select us as a destination, I mean for shopping, dining, and services, in addition to vacations and relocations. I think we all recognize that one of our greatest differentials is our proximity to natural resources, and so this event is a perfect way to get more people talking about ways to capitalize on that differential and grow our economy.

So what is ***Balancing Nature and Commerce*** about?

- It’s about learning to balance growth and development with smart conservation practices to maintain the community’s sense of place, cultural heritage, and environmental integrity.
- It’s about exploring practical, sustainable financial growth in our community. Growth that will provide a solid economic base for future generations.
- It’s about capitalizing on our tremendous natural assets, without harming them – and increasing the community’s ability to profit and prosper from the outdoor and recreational activities of the area.

We have put together a tremendous line up of speakers – a blend of local, state, and nationally recognized experts in their field. I’ve included a draft agenda for your review.

As mentioned before, there is no cost to attend – other than the value of your time, of course. Thanks to several public and private sponsors we are able to offer this opportunity to the community free of charge. I sincerely hope you will reserve the date on your calendar and join us. I know you will be glad you took the time to participate.

Please register as soon as possible by [CLICKING HERE](#) or by calling the Titusville Area Chamber of Commerce at 321-267-3036. If you have any questions, please don’t hesitate to contact me directly.

I look forward to your registration, and seeing you on March 14th and 15th!

Sincerely,
Marcia Gaedcke IOM

President
Titusville Area Chamber of Commerce

***Awakening the Possibilities:
Balancing Nature and Commerce on Florida's Space Coast***

***Titusville Playhouse
March 14-15, 2012***

Draft Agenda (as of 12/16/11)

Wednesday, March 14, 2012

- 6:00 p.m. Networking Reception (includes light hors d'oeuvres)
- 7:00 p.m. – 9:00 p.m. The Dollars and Sense of Protecting Community Character
Ed McMahon, Urban Land Institute

Thursday, March 15, 2012

- 8:30 a.m. Welcome and Introductions
- 9:30 a.m. Why Brevard? Exploring the History, Economics and Future of the County
Dr. Michael Slotkin, Florida Tech
- 10:30 a.m. The Benefits of Marketing, Branding and Clustering in Sustainable Tourism
Ted Eubanks, Fermata, Inc.
- 12:00 p.m. Lunch and Presentation
- 1:30 p.m. Creating a Sense of Place with Multi-Modal Transportation
Karl Soderholm, East Coast Greenway Alliance
Courtney Barker, City of Titusville
Kim Delaney, Treasure Coast Regional Planning Council
- 3:00 p.m. Strategic Planning Using a Green Infrastructure Approach
Kris Hoellen, The Conservation Fund
- 3:45 p.m. Culture Builds Community: Feedback from Four Sister Cities in Florida
Glenda Hood, Former Mayor of Orlando
- 4:45 p.m. Call to Action: Greater Titusville Renaissance
Commissioner Robin Fisher, Brevard County
Mayor Jim Tulley, City of Titusville

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