



## **UPSTAIRS DOWNTOWN:**

[Sample presentation schedule, Each section is about one hour]

### **INTRODUCTION AND CREATING A DOWNTOWN HOUSING MARKET**

Dan Carmody and Mike Jackson introduce Upstairs Downtown, an award-winning downtown revitalization program. Upstairs Downtown gives participants a working knowledge of the development challenges and opportunities needed to increase the use of vacant upper stories found in many older downtowns.

Dan Carmody kicks off the program with a framework for successful revitalization. Learn how to recognize the inherent assets of downtown and build enthusiasm and support for upper floor strategies.

### **BUILDING ASSESSMENT: AND CODE**

Mike Jackson provides a comprehensive overview of the architectural and planning variables that affect upper story reuse. Learn how to recognize the key assets to build upon as well as the major barriers to overcome.

### **UPPER FLOOR ECONOMICS**

Dan Carmody provides a primer on development economics and finance. Learn how to accurately project costs and income and understanding the details of a real estate “pro forma.” Learn about the different perspectives of key participants in the development equation so you can “make the numbers work.”

### **UPSTAIRS DOWNTOWN CASE STUDIES**

Mike Jackson will present a variety of completed projects that showcase development options and incentives. The use of federal tax credits and local incentives will be part of each case study.

### **WRAP UP : Q AND A {15 minutes}**

[www.upstairsdowntown.com](http://www.upstairsdowntown.com)