



CRPA FALL QUARTERLY

Thursday, October 7, 2021



ADVANCECT

UConn | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES
EXTENSION



SCHEDULE

- 9:30 - 10:00 am: Registration
- 10:00 am - 12:00 pm: REconomic Development 0.2 CEU's
- 12:00 - 1:00 pm: Lunch
- 1:00 - 3:00 pm: Map Your Trails! 0.2 CEU's

LOCATION

Wallingford Parks & Recreation
6 Fairfield Boulevard
Wallingford, CT 06492

LUNCH GENEROUSLY SPONSORED BY:



REGISTRATION

*First 50 CRPA members to register may attend for free! (limit 3 per department)
Free AND paid registrants that do not show without cancelling prior to 9/23/21 will be billed the full amount.*

Town/Org: _____ Email: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

- 1. _____ Title: _____ FREE! Member \$35 Non-Member \$45
- 2. _____ Title: _____ FREE! Member \$35 Non-Member \$45
- 3. _____ Title: _____ FREE! Member \$35 Non-Member \$45

**if more than 3 registrants, please use additional forms*

PAYMENT INFORMATION

Total: \$ _____ Invoice Check Credit Card (CRPA will email you an invoice which is payable online)

CANCELLATIONS, REFUNDS, AND LIABILITY

CANCELLATIONS/REFUNDS: No refunds will be issued for cancellations made after 9/23/21. Cancellations must be received in writing via email to info@crpa.com or val@crpa.com. Should CRPA cancel the event or the event be canceled due to a government shutdown (force majeure) your choice of either a refund or a credit for the 2022 event will be issued. Please note, all refunds will be issued via check, regardless of initial method of payment.

LIABILITY: CRPA, Inc. and the Town of Wallingford and their employees and volunteers will not be responsible for any injury, illness, exposure to illness, loss or damage that may occur to the attendee, nor to the attendee's employees from any cause whatsoever, prior, during, or subsequent to the period outlined on this registration. The attendee, on submitting this registration to CRPA, expressly releases and agrees to hold harmless the above-mentioned CRPA, Inc. and the Town of Wallingford and their employees and volunteers from any and all claims for such loss, damage, injury, illness, or exposure to illness. Attendee(s) are personally responsible for observing health and safety guidelines and/or laws outlined by the federal, state, and local authorities including but not limited to: wearing face coverings, maintaining social distance, and/or sanitization standards.

Return to: CRPA, 135 Day St., 2nd Floor, 2H, Newington, CT 06111 | Phone: 860.721.0384 | Fax: 860.529.8708 | Email: info@crpa.com

How does Parks and Recreation play a critical role in local economic development success? Drawing on fundamentals of local economic development and place-making, this session will get into the basics (who, what, why) and then go deeper into the HOW. We will cover specific and tangible ways that parks and recreation program staff and leaders can ensure that their work is helping to move the needle of business retention, expansion, and recruitment and the unique culture of their community. How did the activities that you set up during COVID play a role? How can you turn spaces into places? How can you ensure you are effectively engaging your community so that everyone is on the same page? How does revitalization and redevelopment fit in? We will answer these questions, engage in real dialogue, and learn from CT-based case studies leaving you with an understanding of how what you do every day contributes to the bigger picture of economic development in your community.

About the Speaker:

Courtney Hendricson, Vice President of Partnerships, AdvanceCT

Ms. Hendricson has 20 years of experience as a local economic developer with expertise in commercial real estate and business retention and attraction. Passionate about local government and its direct impact on residents and business, she oversees AdvanceCT's service to partners, including economic and land-use support with municipalities and regions, and targeted business retention and recruitment strategies.

Prior to joining AdvanceCT, Ms. Hendricson served as Assistant Town Manager in Enfield, CT, revitalizing the town's Thompsonville section and developing a business incubator. As Economic Development Director in Farmington, CT, she targeted bioscience industry growth through strategic partnerships. She also was the director of community development for Connecticut Main Street Center. She began her career in Austin, Texas, working on large scale economic development projects for the city manager's office. She received a bachelor's in government and sociology from Connecticut College and a master's in public affairs from The University of Texas at Austin.

Ms. Hendricson is the past board president of the Connecticut Economic Development Association (CEDAS) and of the Commercial Real Estate Women (CREW CT). Courtney is past chair of MetroHartford Alliance's Regional Economic Development Forum, past co-chair of the International Council of Shopping Centers (ICSC) P3 Retail Program in Connecticut, and a graduate of Leadership Greater Hartford's QUEST leadership development program. She regularly provides municipal trainings across the state and presents at conferences, such as the CT Conference of Municipalities and the Northeastern Economic Development Association - and is committed to the advancement of women in economic development, local government and commercial real estate.

The State of Connecticut has a vast number of open space and outdoor recreational opportunities, however information for trail users can be inconsistent, inaccurate, and difficult to find. [The Connecticut Trail Finder](#), currently in development through UConn Extension, **is a free, interactive mapping website** designed to help Connecticut residents and visitors explore trail and outdoor recreation opportunities, trailside services, and events across the state. Connecticut Trail Finder compiles trail manager approved trails with the goals of becoming the primary trails data source for CT and connecting users with trail management organizations and resources. **Join us to see how you can have your trail systems included on the site to make this a great outdoor recreation resource for your communities!**

About the Speakers:

Kimberly Bradley, Connecticut Trail Census/Connecticut Trail Finder Program Manager: Kim Bradley serves as the Connecticut Trail Census and Connecticut Trail Finder Program Manager through the University of Connecticut (UConn) Extension Program. She coordinates the Connecticut Trail Finder website, a statewide resource for trails across every corner of Connecticut. Kim communicates, collaborates, and coordinates with volunteers and partnering trail organizations across Connecticut and throughout UConn through both the PATHS, Connecticut Trail Census, and Connecticut Trail Finder Programs. Kim received her BSc in Environmental Sciences at UConn CLAS, and her MSc in Biological Oceanography at UConn Avery Point. She is very passionate and dedicated to the protection of natural resources and open spaces, the engagement of individuals and communities in the outdoors, and the public education of how to maintain resilient ecological systems. Outside of work, Kim is an avid mountain biker, hiker, and surfer. She enjoys volunteering her time getting women and kids on bicycles and exploring the outdoors with her daughters and labrador Huckleberry.

Laura Brown, Community and Economic Development Extension Educator: Laura Brown is a community and economic development educator through the UConn Extension Program. She currently is part of the administration of the Connecticut Trail Census and Connecticut Trail Finder projects, as well as the co-coordinator of the PATHS (People Active on Trails for Health and Sustainability) team. Laura has earned an M.S. degree in Urban and Regional Planning and an M.A. degree in Communications and Psychology. Outside of work, Laura spends most of her time exploring the outdoors with her family. For many years, she has been a meditator and has recently joined a women's e-cycling team during the pandemic. She also loves to travel abroad (though it's been difficult to during the pandemic), practice languages, garden, and cook.

Emily Wilson, Geospatial Educator: Emily Wilson has been a geospatial educator at the UConn Center for Land Use Education and Research (CLEAR) since 2000. She is also part of the Connecticut Trail Finder, Connecticut Trail Census, and PATHS (People Active on Trails for Health and Sustainability) team through UConn Extension. She received her B.A. degree in Environmental Science and Botany from Connecticut College and her M.S. degree in Forestry and Remote Sensing from the University of Maine. As part of CLEAR, Emily works on many projects that connect water, land, and climate to geospatial technology and maps. Her favorite part is the ah-ha moment when regular people can use maps and map layers to "see" the land in new ways, and make decisions that lead to natural resource protection. Most of her free time is spent with her three kids and their different endeavors. Emily loves to hike, bike, read, visit new places, and hang out with her family and friends.