

# building small: **THE FORUM**

*“These gatherings are extraordinary! The value is immeasurable. The experience is a firehose of inspiration, camaraderie and knowledge.”*

Damian Farrell, FAIA, Founder, Damian Farrell Design Group, Ann Arbor MI

Building Small: The FORUM is the premier gathering of real estate professionals working with small, incremental and transformative projects to shape a better built environment in their communities.

Held twice a year, each FORUM visits a new city or town to provide fresh inspiration and take home lessons that come from a variety of settings. The FORUM brings together individuals who are passionate about using real estate development as a tool to create better communities and build personal wealth.

The program spans 2 ½ days and delivers invaluable content using a variety of methods:

- **Panel Discussions** - experienced and emerging developers and policy makers in interactive, intimate and candid discussions about the successes and tough lessons of projects and small development.
- **Curated Project Tours** - walking tours with the development team to see real projects (complete or in construction) and hear what worked and what didn't. Projects span mixed use, residential, hospitality, F+B and civic - but always oriented to Small in scale and innovative in thinking.
- **Skill Sessions** – educational sessions specific to Small - legal issues, raising capital, operating your business, and curating tenants are some examples
- **Networking** – plenty of time to talk one-on-one with your peers and contemporaries, while helping to build your network for advice, provide peer review of emerging projects or even partner on future deals.
- **PechaKucha Slam** - our signature, fast paced event where every attendee shares what they are doing: using three slides and 45 seconds of commentary!
- **Help Desk** – an open source, facilitated conversation for participants to share real time challenges and gain valuable feedback from others in the room that may have had to navigate the same issue.

Attendance is open to anyone who works in, or aspires to enter, the world of small scale development. Cost is \$1,000 for the two and half day program (with discounts available for early registration and payment). Fee includes welcome reception, lunch both days, and signature cocktail hour and dinner. Travel and lodging is responsibility of the attendee, although CRAFT Development always seeks out a preferred hotel partner whose values and experience reflects the spirit of Small, and provides us a great rate. Upon registration, you will receive a discount code for our Hotel partner.



*“Your conferences have been the most impactful conferences I have ever attended - and I've attended a lot of them!”*

Douglas Moss, AIA, and LEED AP  
President, Public Sketch, LLC  
Austin, TX



*“I'm still reeling from the great experience and fantastic people. Hard to express how grateful I am to have been invited and find my people!”*

Cary Westerbeck  
Principal, Westerbeck Architecture, LLC  
Seattle, WA

**Building Small: THE FORUM** is led by CRAFT Development as part of (the) INITIATIVE TO MAKE SMALL BIG.  
Forum #17 organized in Collaboration with ULI San Antonio

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Say 'San Antonio' and two things come to mind. **River Walk and Alamo.** But beyond these iconic places lies a city of inclusivity, history, and 'can-do-small'.

Join me for **SSDF #17** as I return to San Antonio. Our two days will take us into the making of Pearl District - a big adaptive reuse with the heart of small. We will stroll the River Walk, explore small case studies and historic neighborhoods. We will hear from our colleagues in panels and skill sessions, all to share real lessons for making Small work.

Get inspired with design insights from some of the countries most admired designers - Lake Flato and Overland Partners - and dig into the weeds during our discussion of how to make percentage rents work for curating unique tenants.

Stir in SSDF signature happenings – *Small Pecha Kucha*, casual networking with your tribe, peer-to-peer sharing of lessons learned – and we have another can't miss gathering *for any entrepreneur Building Small.*

Register before March 30 and receive big savings. Hope to see you there!

Jim Heid, FASLA  
Forum OG

### FORUM DETAILS

Dates May 22-24

Fly into San Antonio International Airport  
Special Lodging: [Hotel Emma](#) - Group Code **UR0323**

## REGISTER

### FORUM FINE PRINT

Registration and payment by midnight PDT 3/30- \$875  
Registration and payment 3/31 – 4/30 - \$1,000  
Registration after 5/1 - \$1,200

*Cancellation policy*  
By 4/1 - 100%  
By 4/30 - 50%  
After 5/1 – no refund

### DRAFT AGENDA

#### Sunday, May 22nd

An Evening on the River  
Welcome Reception  
6pm

#### Monday, May 23rd DAY ONE

Introduction to San Antonio  
Pearl: Big Deal with a Small Heart  
Networking Lunch  
Small Case Studies/ Tours  
(residential, mixed use,  
adaptive reuse projects)  
Featured Conversation  
Cocktails  
Small Pecha Kucha  
Networking Dinner

#### Tuesday, May 24th DAY TWO

Small Case Studies/ Tours  
Bluestar Arts Center  
DADO Group Profile  
The Soto  
Adaptive reuse  
Networking Lunch  
Creative Leasing Strategies  
Help! Desk  
Closing Session  
Depart 5 pm