

CENTRAL FLORIDA CREDA NEWSLETTER



On July 1, our association officially entered a new era. After nearly six decades as NAIOP, we became the Commercial Real Estate Development Association (CREDA). The change followed extensive research, thoughtful discussion, and member input, and better reflected the full scope of the commercial real estate industry our members represent.

ABOUT CREDA



A CLEARER NAME FOR A BROADER INDUSTRY

Commercial real estate development now spans far beyond office and industrial. Our members develop, own, invest in, finance, design, build and operate projects across retail, multifamily, data centers, life sciences, industrial, hospitality, healthcare, office and more. CREDA more clearly identifies who we represent and strengthens our ability to advocate for the industry at the federal, state, provincial and local levels.

The new name also reflects where the industry is headed. Technology, changing demographics, workplace strategies, infrastructure investment, sustainability and emerging asset classes are reshaping the places where people live, work, shop, connect and innovate. Our members are at the center of that transformation.

SAME MISSION. STRONGER IDENTITY.

The rebrand began with a simple question: Does our name clearly communicate who we are and what our members do? Member surveys, stakeholder interviews and focus groups consistently showed that the name no longer represented the breadth of the organization and often required explanation. Commercial Real Estate Development Association addresses that challenge directly.

While the name has changed, our mission has not. CREDA remains committed to advancing commercial real estate development through advocacy, education, research and relationships. We will continue connecting dealmakers, elevating industry leaders and providing the insights and resources members need to succeed in an increasingly complex environment.



ANNUAL CREDA FL CONFERENCE 2026

CREDA's upcoming Florida Conference will bring together commercial real estate leaders, developers, policymakers, and economic development professionals from across the state for a full day of insight into the trends shaping Florida's CRE market. The conference will feature speakers including Tim Giuliani of the Orlando Economic Partnership, Eric Schmutz of CREDA, and nationally recognized economist Will McIntosh.

Programming throughout the day will cover national politics and their impact on Florida commercial real estate, capital markets, data center development, and legislative updates affecting land development statewide. Attendees will also hear from industry leaders representing organizations including Duke Energy, FloridaCommerce, KETTLER, Falcone Group, and Tavistock Development as they discuss the economic drivers, development trends, and opportunities shaping Florida's future growth. Hosted in Orlando, the conference will provide a valuable opportunity for networking, education, and industry collaboration.

Registration Pricing:

- CREDA Members: \$400
- CREDA Developing Leaders: \$350
- Non-Member Price: \$600

Includes 1.5 days of programming, plus lunch and reception.

Registration deadline is 8/28/26



Hyatt Regency
9801 International Drive
Orlando, Florida 32819

DID YOU KNOW?!

FLORIDA PROPERTY TAX LEGISLATION



Florida property tax reform is heading to voters in November 2026, with proposed changes that could have significant implications for homeowners, local governments, and the commercial real estate industry. The proposed constitutional amendment requires 60% voter approval and, if passed, would take effect January 1, 2027.

As the conversation continues, we asked industry and government affairs leaders to help break down what is being proposed and what it could mean for commercial real estate in Florida.

We reached out to CREDA members who are actively involved in and closely following this issue to get their perspectives. Here's what they had to say:

Jody Barry, Barry Development Group:

The proposed amendment would significantly reduce property taxes on Florida homesteads that fund local governments, while leaving school taxes unaffected. While supporters point to rapidly increasing local government spending as the reason for reform, CREDA opposes the measure due to concerns that lost revenue could shift a greater tax burden onto commercial properties. CREDA believes higher commercial property taxes could reduce profitability, discourage investment and new construction, and slow commercial real estate transactions across Florida.

Chris Carmody, GrayRobinson:

The proposed amendment would increase the homestead exemption for non-school property taxes, reduce the annual assessment growth cap on commercial and other non-homestead properties from 10% to 5%, establish a five-year waiting period for new Florida residents to receive the enhanced exemption, and place new restrictions on how local governments can use property-tax revenue.

For commercial real estate, one important distinction is that while annual assessment growth would be capped at 5%, the proposal does not prevent local governments from increasing millage rates on commercial and other non-homestead properties.



Jody Barry
Barry Development Group, Partner



Chris Carmody
GrayRobinson, Shareholder

READ THE FULL
GRAYROBINSON ARTICLE
[HERE!](#)

UPCOMING EVENTS

SEPTEMBER 11, 2026 / 11:30 AM – 1:00 PM



Speaker Series – Know Your Mainstreet:

Hear directly from the people helping shape these dynamic neighborhoods, including Mike Griffin representing the City District; Stephanie Ziglar and Alexie Fonseca representing Curry Ford West; Allex Englett and Amy Calandrino representing Ivanhoe Village; Angie Folks and Alex Spock representing The Milk District; and Misty Heath and Adam Wonus representing the SoDo District.

The Citrus Club – 255 S Orange Ave Ste 1800, Orlando, FL 32801

SEPTEMBER 28 – 29, 2026



2026 CREDAs Statewide Conference:

Pricing:

- CREDA Members: \$400
- Developing Leaders: \$350
- Non Member Price is \$600

Registration deadline is 8/28

Includes 1.5 days of programming, plus lunch and reception

Hyatt Regency – 9801 International Drive Orlando, Florida 32819

NOVEMBER 6, 2026 / 7:00AM – 2:00PM



Registration to open in early September 2026! To discuss any sponsorship opportunity please email kate@credafl.org

Shingle Creek Golf Club, 9939 Universal Blvd, Orlando FL

THANK YOU *RETURNING* ANNUAL PARTNERS

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Thank you to all the companies who partnered with us this year! Sponsorship for major events, monthly breakfasts, and lunch programs are available throughout the year.
Please contact info@credacfl.org.

THANK YOU TO OUR *NEW* 2026 ANNUAL PARTNERS

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