

SEASIDE
Institute

Inspiring livable communities

Prize Weekend

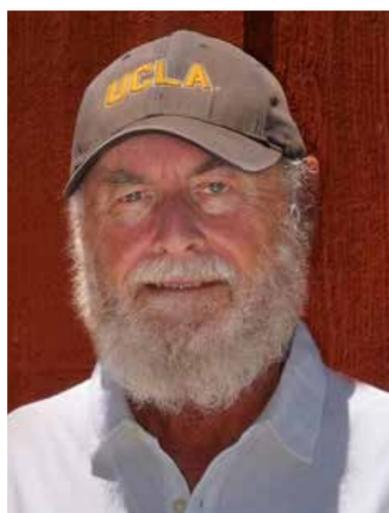
Seaside Institute to honor 2023
Seaside Prize winner Donald ShoupBy Christy Milliken,
Marketing and Events Director

The Seaside Institute is pleased to announce that Donald Shoup, distinguished research professor in the Department of Urban Planning at UCLA, will be honored as the 2023 Seaside Prize recipient for his radical rethinking of parking policy. In his groundbreaking 2005 book, "The High Cost of Free Parking," and his work since then, Shoup changed the way cities view the relationship between parking and the built environment, traffic congestion, energy consumption and local economic development. The Institute will hold the 29th Annual Seaside Prize Feb. 24-26, 2023.

Last year's winner, Jeff Speck, in his seminal "Walkable City Rules," wrote, "Parking covers more acres of urban America than any one thing, and yet planners have neglected it for years ... that was until the research of one man, who helped change the way planners think about parking forever." That man was Donald Shoup. As noted in The Wall Street Journal, Shoup is de-

scribed as a "parking rock star" whose works have inspired a group of followers dubbed Shoupistas. The New York Times wrote that Shoup's work "has led to a revolution in ideas about relieving congestion." "The High Cost of Free Parking" and Shoup's 2018 book, "Parking and the City," remain classics in the fields of transportation and city planning. Jeffrey Tumlín, the author of "Sustainable Transportation Planning," wrote, "If your city wants to focus on one topic for reducing traffic congestion, improving housing availability, cleaning the air, lessening climate change, making government more efficient and enlivening the economy — all at the same time — then it should focus on parking."

The Seaside Institute awards the Seaside Prize annually to individuals, organizations or places that have made major contributions to the quality of the built community. Recipients have significantly influenced how towns and cities can best be built and rebuilt to reflect and promote New Urban principles, such as walkability, affordability, diversity, beauty and



Donald Shoup, Seaside Institute's 2023 Seaside Prize winner.

sustainability. For more information on the Seaside Prize, visit SeasideInstitute.org.

In addition to his position at UCLA, Shoup is a Fellow of the American Institute of Certified Planners, an honorary professor at the Beijing Transportation Research Center, a winner of the American Planning Association's National Excellence Award as a planning pioneer, and the American Collegiate Schools of Planning's Distinguished Educator Award. More on Shoup can be found at ShoupDogg.com.

For Walton County, like other areas throughout the country and world, parking and traffic congestion are critical challenges. With wit and humor, Shoup will present solutions that he discovered over many years of research. The Seaside Prize weekend will include guest lectures (some of which will be CEU accredited); the Seaside Prize gala and awards ceremony; walking tours of Seaside, Alys Beach and Rosemary Beach, and social gatherings. The prize weekend is an opportunity for all who have an interest in New Urbanism, walkable communities, and human-scale planning and design. While the prize weekend is often of interest to architects, planners, and design students, all members of the community are invited to attend and learn why parking and traffic can be manageable with the right policies. "You don't have to be a planner to appreciate Dr. Shoup's insights. Everyone in our community will be enlightened by his perspectives on why free parking is anything but free," says Seaside Institute Executive Director Thomas Cordi. 2023 Seaside Prize tickets are available now. ●

Visit us online at seasideinstitute.org for more information.

The Seaside Institute welcomes Christy Milliken as marketing and events director

After an extensive healthcare career and raising a family near Birmingham, Ala., Christy Milliken began working with the South Walton communities along the coast of Florida in 2010. In 2011, Christy became the managing partner at Justin Gaffrey Studio & Gallery, where she helped organize many milestone moments in the art community locally and on an international level. Christy has served on the Emerald Coast Chapter of the American Advertising Federation Board, the FPRA of Northwest Florida Board and South Walton Tourism Events Committee. She's a supporter of the Escape to Create program, and continues to help with many events in the area, including Digital Graffiti and the 30A Songwriters Festival.

Some of Christy's project-based work has included working with the Ken Burns team at Florentine Films for a PBS Documentary. In September of 2022 she teamed up with the founder of SOWAL House, Dave King, to launch Selections, a Gallery Experience at SOWAL House in Rosemary Beach. More recently, for the Seaside Institute she will be launching a new podcast that will be recorded from SOWAL House.



Christy Milliken

Christy is also an advocate that donates her time to several Waterkeeper Alliance programs and the Surfrider Foundation.

Executive Director Thomas Cordi says, "Christy offers a wealth of event experience and a heart for the community of Seaside and the surrounding coastal communities, she will be a wonderful addition to our team and the community." ●

Jeff Zehnder named Chairman of the Board

New Chair Jeff Zehnder launched Zehnder Communications in 1996 with a mission to change the advertising industry. Jeff believes that great strategy and great creativity must drive everything the agency produces, and that everything must deliver measurable results. It is but one reason that he boasts such a high client and staff tenure — a rarity in the industry. Since day one, the agency's mantra of "doing great work, making a difference for clients, earning a fair profit, and having fun along the way," has driven him.

Jeff also believes in innovating. At every opportunity, he has pushed the agency to adopt new services and technologies. Today, the agency is a leader in offering the latest in digital development, social media, and research and analytic technologies to assist in client marketing efforts.

From a single client in New Orleans, Zehnder Communications has grown to serve clients regionally, nationally, and internationally from offices in New Orleans, Nashville, Baton Rouge, and his newest location in Rosemary Beach.

Jeff is a recipient of the American Advertising Federation's Silver Medal Award, which recognizes lifetime achievements in the field of advertising. In 2018, he was awarded the Dis-



Jeff Zehnder

tinguished Practitioner Award from the Academy of Marketing Science, an international scholarly organization. In 2019, Jeff was inducted into the LSU E.J. Ourso College of Business Hall of Distinction, which recognizes individuals who make significant contributions in the areas of business, academia, government or the community.

Jeff's contributions to the Seaside Institute through board service is one that comes from the dedication he has to innovation, community and striving for excellence. ●

Reynolds Henderson installed to the Board of Governors

Reynolds Henderson is a managing partner of Continental Pacific LLC ("CP"), a real estate investment and development company with a broad geographic scope and a current concentration on the development of property in southern Chile, Uruguay, Hawaii and multiple states in the United States.

Reynolds founded two other real estate investment companies, Henderson Barrett, LLC and FRH Holdings, LLC, which primarily own commercial and residential real estate with a focus on retail holdings in Rosemary Beach and historic Downtown DeFuniak Springs.

Passionate about making Walton County a better place to live, Reynolds is working to expand economic opportunities throughout all parts of the county. He founded the North Walton Opportunity Fund, LLC, and is constructing affordable housing in the local Opportunity Zone in DeFuniak Springs.

In addition to his work with these companies, Reynolds serves on the Triumph Gulf Coast board of directors, The DeFuniak Springs Commu-



Reynolds Henderson

nity Development Agency, the Loft at Rosemary Beach board of directors, The Small Business Development Corp. (SBDC) advisory board at University of West Florida, and The North Walton Tourist Development Council advisory board. ●

Congress for New Urbanism (CNU) Executive Director Rick Cole announced as keynote speaker for the Seaside Prize

Rick Cole is the executive director of the Congress for the New Urbanism. During his time as mayor of Pasadena, he forged the "park once" strategy that



Rick Cole

helped spur the revitalization of the city's historic core. He later spent two decades in local government executive roles as deputy mayor for the City of Los Angeles and as city manager in the Southern California cities of Santa Monica, Ventura and Azusa. Cole teaches urban policy at Occidental College and Pepperdine University.

Rick has been recognized as one of "America's Public Officials of the Year" by Governing Magazine and one of the "Top 25 Doers, Dreamers and Drivers" by Government Technology Magazine. He has won

numerous awards for municipal management excellence and urban planning leadership.

He co-chairs ULI-LA's Homelessness Initiative Council as well as the Poverty and Homelessness Task Force at St. Monica's Catholic Church, and serves as the pro bono housing advisor to the mayor of Pasadena. He previously served as housing and homelessness advisor to the San Gabriel Valley Council of Governments. He also writes a biweekly column on public policy issues for the Southern California News Group, which includes the Los Angeles Daily News and the Orange County Register. ●