



## Staff Report

**TO:** City Council  
**FROM:** Carole Kendrick, Planning Manager  
**DATE:** June 6, 2023  
**SUBJECT:** Innovating Commerce Serving Communities formerly the International Council of Shopping Centers (ICSC) Conference Summary

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**Description** Summary of May 2023 Innovating Commerce Serving Communities (ICSC) Las Vegas Conference.

### **Background and Analysis:**

ICSC provides a community of professionals who are passionate about the marketplaces industry and includes owners, operators, service providers, vendors and tenants from retail, food and beverage, health and wellness, entertainment and beyond.

ICSC allows the opportunity to network with invaluable resources, connections and industry insights and actively work together to shape public policy. The event occurs on an annual basis during the spring, in Las Vegas.

This year, the event included 822 exhibitors and 3,702 attendees/retailers. The exhibitor list is attached to this staff report as Attachment A. The list of attendees/retailers is proprietary information and is prohibited from being reproduced or distributed.

The event began on May 21, 2023, with professional development workshops, a keynote speech, an opening reception and the global awards ceremony. City staff consisting of the following staff that prepared the City's booth inside the County of Riverside's Office of Economic Development 2,400 square foot booth along with the City of Murrieta, Temecula, Coachella, Hemet, Lake Elsinore, Perris, Jurupa Valley and Wildomar (see Attachment B):

- Kyle Warsinski – Economic Development Manager
- Carole Kendrick – Planning Manager
- Daniel Diaz – Management Analyst
- Katie Jenson – Assistant Planner

The entire day of May 22nd was dedicated to meetings within the exhibit hall and with various sessions presented throughout the day and a half day of an open exhibit hall on May 23rd. A preliminary schedule is attached to this staff report as Attachment C. Planning staff primarily staffed the booth while Economic Development staff visited various booths. City staff met with approximately 30 different representatives including brokers, developers, retailers, and surrounding jurisdictions.

The County of Riverside is one of the 10<sup>th</sup> fastest growing Counties in the United States, is the fourth largest County in California, and has the 10<sup>th</sup> largest Gross Domestic Product (GDP) of all California counties.

Although staff is not in position to discuss the details of the meetings, several state and national retailers are considering Beaumont for new locations and Planning staff anticipates several preliminary application review (PAR) applications to be submitted based on the outcome of ICSC meetings.

In addition, the City Manager's office is coordinating a site visit with a retailer that met with City staff at ICSC and has shown considerable interest in the City of Beaumont.

The City's attendance at this year's conference fostered relationships that Planning and Economic Development have been cultivating as well as starting new relationships with potential development entities.

**Fiscal Impact:**

The cost to prepare this staff report is estimated at \$250.

**Recommended Action:**

Receive and file.

**Attachments:**

- A. ICSC 2023 List of Exhibitors
- B. Photographs
- C. Preliminary Booth Schedule