



Staff Report

TO: City Council
FROM: Elizabeth Gibbs, City Manager
DATE: February 4, 2025
SUBJECT: International Council of Shopping Centers (ICSC) Annual Conference Attendance

Description Mayoral appointment of two Council Members to attend the International Council of Shopping Centers (ICSC) annual conference.

Background and Analysis:

Each year, Planning and Economic Development staff attend the ICSC annual conference in Las Vegas, Nevada. This is an opportunity for the City to market itself to local, state and nation wide retailers. The City has traditionally partnered with the County of Riverside for booth meeting space and display space; however, this year staff has reserved a solo spot within the conference providing a location for staff to meet alone with developers, provide demographic information, discuss development processes and current and future opportunities for development. Staff pre-arranges meetings with interested developers or retailers as well as conducts drop-in meetings throughout the event.

Previous attendance at this conference included the economic development and planning department staff. Many cities include attendance by City Managers, Council Members as well as department heads and department staff. This year ICSC is Sunday, May 18th – Tuesday, May 20th. Staff believes having City Council Member representation at this event would be a benefit to the City's retail and commercial recruiting efforts.

Fiscal Impact:

The cost to prepare this report is estimated at \$75.00. Attendance for this event has been budgeted in the FY 2024/25 budget.

Recommended Action:

Mayoral appointment of two Council Members to attend the International Council of Shopping Centers (ICSC) annual conference.