



## Staff Report

**TO:** City Council  
**FROM:** Kirk Pelsler, Economic Development Director  
Julie Van Hook, Public Information Officer  
**DATE** June 17, 2025  
**SUBJECT:** 2025 ICSC Las Vegas Conference

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**Description** Report out on Mayor Lara, Councilmember Martinez and City Staff attendance at the May 2025 ICSC Conference.

### **Background and Analysis:**

ICSC Las Vegas is the organization's premier event and takes place annually in May. It is a two-three day gathering of industry experts, dealmakers, and jurisdictions, engaged in promoting innovation and evolution in commercial real estate. ICSC provides an environment that facilitates the creation of connections, catalyzation of deals, and formation of public policy. The name ICSC used to stand for "International Council of Shopping Centers" but was rebranded in 2021, primarily due to e-commerce coming to the forefront. ICSC is now known as the brand and not an acronym, with the tag line of "Innovating Commerce Serving Communities."

City representatives who attended:

- Mike Lara – Mayor
- Julio Martinez – Councilmember
- Elizabeth Gibbs – City Manager
- Gus Romo – Deputy City Manager
- Kirk Pelsler – Economic Development Director
- Laura James - Economic Development Manager
- Julie Van Hook – Public Information Officer
- Joseph Cale – Management Analyst
- Shannan Doyle – Executive Assistant
- Michael Busch - consultant

This year, the event included approximately 1,000 exhibitors from around the globe and had an estimated attendance of 34,000. 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.

This year's event began on May 18, 2025, with professional development workshops, a keynote presentation, an opening reception, and the global awards ceremony. The City team commenced activities on May 18 and toured the Downtown Las Vegas Container Park, a unique open-air commercial retail center largely constructed of metal shipping containers occupied by small, entrepreneurial businesses. This was followed by an early evening reception that was co-hosted by a large residential developer, Shea Properties, the engineering firm of Albert Webb & Associates, and the law firm of Allen Matkins. City representatives were able to meet with the reception hosts, neighboring city representatives, as well as 5<sup>th</sup> District Supervisor Gutierrez at the reception.

The convention floor portion of ICSC commenced on Monday, May 19<sup>th</sup>, at 8:00 a.m. Team Beaumont had a full day of meetings and industry engagement. In prior years, the City participated in shared booth arrangements with Riverside County and other cities. For 2025, the City invested in creating its own dedicated presence with an individual booth which proved to be especially effective. Our forward-facing presence allowed our team to directly engage with approximately 400 convention attendees. As shown in Attachment B, these photos highlight the City's booth display and marketing material developed for the event. Staff created five new flyers, an economic development brochure, and five marketing videos showcasing [key vacant properties](#) within Beaumont – tools that effectively told the City's story and drew interest from prospective investors and tenants. Staff also participated in an unprecedented eleven pre-scheduled meetings during the convention with developers, brokers and retail tenants interested in the growing Beaumont market. Many of these retail and hospitality users are highly motivated to establish a presence in the Pass Region and recognize Beaumont's superior demographics and fiscal stability within the region.

For competitive industry reasons, the names of these businesses must remain confidential for now, but they do represent highly desirable users that would bring significant economic activity in terms of sales tax, property tax and employment. For additional networking opportunities, the Council and staff rotated operating the booth and exploring the venue.

The City's attendance at this year's conference fostered relationships between the City and various retailers and developers, as well as providing staff and Council with valuable insight into the economic development process. These relationships are vital to the expansion of the local economy and the elevation of the City.

Staff also plans to attend the upcoming ICSC Western Regional gathering in Palm Springs from September 28-30, 2025. This will create additional opportunities for

networking, as well as inspire the development of new strategies ahead of ICSC Las Vegas 2026.

**Fiscal Impact:**

The cost to prepare this staff report is estimated at \$250. Additionally, a fully furnished dedicated 10x20 booth cost \$11,500, which included seating for 10, an information desk, storage, electrical service, and visual design – featuring a branded wall display with large-format graphics and coordinated front counter to create a cohesive professional presence.

Costs for travel, including:

- Lodging (9 Rooms): \$5,750.58
- Flights (2 Council Members and 2 Staff Members): \$1,383.84
- Uber Costs (To and from the Airport, Hotel and Convention Center): \$310.41
- **Total Travel: \$7,444.83**

**Grand Total: \$18,944.83**

**Recommended Action:**

Receive and file.

**Attachments:**

- A. ICSC 2025 List of Exhibitors
- B. Booth Photos and Economic Development Material