



Staff Report

TO: City Council
FROM: Kirk Pelser, Economic Development Director
Laura James, Economic Development Manager
DATE: October 21, 2025
SUBJECT: 2025 ICSC@Western Conference, Palm Springs

Description: Report out on Mayor Pro Tem Voigt and Economic Development Staff attendance at September ICSC@Western Conference.

Background and Analysis:

ICSC – formerly known as the International Council of Shopping Centers, now referred to simply by the ICSC name after being rebranded to focus on “Innovative Commerce Serving Communities” – is primarily known for its large annual conference held each May in Las Vegas. In addition to the Las Vegas conference, ICSC hosts regional conferences across North America throughout the year. ICSC@Western 2025 was held on September 29 and 30, with pre-conference activities and networking on September 28.

ICSC’s regional conferences are dramatically smaller in size and attendance than the annual May conference in Las Vegas. The 2025 Las Vegas ICSC conference included an estimated 34,000 attendees and approximately 1,000 exhibitors. In contrast, ICSC@Western had 2,722 registered attendees and 180 exhibitors. The ICSC@Western exhibitor list is attached to this staff report as Attachment A. The complete list of attendees is proprietary information and is prohibited from being reproduced or distributed.

City representatives who attended:

- Jessica Voigt – Mayor Pro Tem
- Laura James – Economic Development Manager
- Joseph Cale – Management Analyst, Economic Development

Due to the relatively small size of the ICSC@Western conference, the City shared booth space with Riverside County Economic Development and other cities. This arrangement allowed the City to conserve the significant financial and staffing resources necessary to set up and staff a dedicated booth. By partnering with Riverside County, the City was

able to reserve meeting space within the booth and display marketing materials. It also allowed for many spontaneous interactions with counterparts from across Riverside County.

City representatives participated in seven pre-scheduled meetings during the convention with developers, brokers, and retail tenants interested in the growing Beaumont market. Likely in part because of the public announcement of the Regency Centers project, interest in Beaumont seems to have grown stronger over the past several months.

For competitive industry reasons, the names of the developers and retail tenants that City representatives met with must remain confidential for the time being, but they do represent highly desirable users that would bring significant economic activity in terms of sales tax, property tax, and employment.

City representatives also attended an ICSC-hosted networking reception on the evening of Sunday, September 28; an ICSC-hosted networking breakfast on Monday, September 29; a networking reception hosted by a large commercial developer, NewMark Merrill Companies, on Monday, September 29; and an ICSC-hosted networking breakfast on Tuesday, September 30.

Staff has already followed up appropriately to each meeting, and in some cases are scheduling visits to Beaumont and tours of the city to better showcase the expansive opportunities here. Attendance at ICSC@Western in Palm Springs proved to be a cost-effective and productive follow-up to many of the meetings and conversations initiated in Las Vegas.

Fiscal Impact:

The cost to prepare this staff report is estimated at \$250. The cost of partnership with Riverside County for shared booth space was \$300, which was paid out of Economic Development budget GL 100-1235-7035-0000.

Recommended Action:

Receive and file.

Attachments:

- A. ICSC@Western 2025 List of Exhibitors
- B. Booth Photos