

ITEM: **OUT-OF-STATE TRAVEL APPROVAL FOR THE ECONOMIC DEVELOPMENT ADMINISTRATOR TO PARTICIPATE IN THE ICSC CONFERENCE IN DECEMBER 2021**

RECOMMENDATION: Adopt a Resolution Authorizing Out-of-State Travel for the Economic Development Administrator to Attend and Represent the City of Lathrop at the International Council of Shopping Centers (ICSC) 2021 Conference in Las Vegas, Nevada from December 5, 2021 to December 7, 2021

SUMMARY:

In an effort to market the City of Lathrop to new job generating businesses and retail establishments that complement the needs and desires of its residents, the Economic Development Administrator requests approval to travel out-of-state to attend the annual International Council of Shopping Centers (ICSC) conference. ICSC 2021 is focused on the attraction of retail establishments and shopping center developers.

BACKGROUND:

On January 14, 2019, the City Council approved funding for a full-time Economic Development Administrator position to carry out economic development activities, including marketing the City for attraction of commercial businesses, retail businesses, services and other vital outlets for the success of our community.

On January 13, 2020, City Council approved Resolution No. 20-4667 authorizing out-of-state travel and participation at the ISCS 2020 event by the Economic Development Administrator. However, the conference was canceled due to the outbreak of COVID-19.

Attending conferences such as ICSC provides access to key decision makers, site selection consultants, developers, company representatives, and retailers, while providing an opportunity to showcase the City of Lathrop as a potential location for new business.

ICSC is an annual international event held in Las Vegas, Nevada. Staff will arrange meetings prior to the conference with shopping center developers, real estate brokers, and retailers for the purpose of showcasing site opportunities in Lathrop.

Expenses for this out-of-state conference request include registration, airfare, transportation, hotel, food, and participation in the Team California exhibit booth less a cancellation credit offset received from various pre-paid reservations for the

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ICSC 2020 event. ATTACHMENT "B" includes additional ICSC 2021 Conference and Team California Exhibit Booth Information.

REASON FOR RECOMMENDATION:

Staff requests the City Council adopt the proposed resolution authorizing Out-of-State Travel for the Economic Development Administrator to participate in the ICSC 2021 conference to be held in Las Vegas Nevada from December 5 through December 7, 2021 for purposes of marketing, outreach, and business attraction.

FISCAL IMPACT:

The total cost for the ICSC conference is estimated to be \$2,850. All expenses relating to this conference are within the City Manager Department's Economic Development Division FY 2021-2022 budget as approved by City Council.

ATTACHMENTS:

- A. A Resolution of the City Council of the City of Lathrop to Authorize Out-of-State Travel for the Economic Development Administrator to Attend and Represent the City of Lathrop at the International Council of Shopping Centers 2021 Conference in Las Vegas, Nevada from December 5, 2021 to December 7, 2021
- B. ICSC 2021 Conference and Team California Exhibit Booth Information


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APPROVALS:



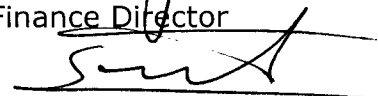
Shelley Burcham
Economic Development Administrator

9-21-2021
Date




Cari James
Finance Director

9/22/2021
Date



Salvador Navarrete
City Attorney

9-16-2021
Date



Stephen J. Salvatore
City Manager

9-27-21
Date

RESOLUTION NO. 21-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LATHROP TO AUTHORIZE OUT-OF-STATE TRAVEL FOR THE ECONOMIC DEVELOPMENT ADMINISTRATOR TO ATTEND AND REPRESENT THE CITY OF LATHROP AT THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS (ICSC) 2021 CONFERENCE IN LAS VEGAS, NEVADA FROM DECEMBER 5, 2021 TO DECEMBER 7, 2021

WHEREAS, City Council approved funding for a full-time Economic Development Administrator position to carry out economic development activities on behalf of the City; and

WHEREAS, staff has identified targeted industry opportunities to market the City for the attraction of businesses and retail establishments; and

WHEREAS, funding identified for marketing event has been considered and approved within the FY 2021-2022 budget.

THEREFORE, BE IT RESOLVED that the City Council of the City of Lathrop, authorizes out-of-state travel for the Economic Development Administrator to attend and represent the City of Lathrop at the International Council of Shopping Centers 2021 Conference in Las Vegas, Nevada from December 5, 2021 to December 7, 2021.

PASSED AND ADOPTED by the City Council of the City of Lathrop at a regular meeting on the 11th day of October, 2021 by the following vote:

AYES:

NOES:

ABSTAIN:


ABSENT:

SONNY DHALIWAL, MAYOR

ATTEST:

APPROVED AS TO FORM:

Teresa Vargas, City Clerk



Salvador Navarrete, City Attorney

**ICSC - Here, We Go.
2021**

December 5-7, 2021

Las Vegas Convention Center
Nevada United States



HERE, WE GO. 2021

Get back on track at ICSC – Here, We Go. 2021, our biggest live event this year.

At Here, We Go. 2021 you will experience:

- Networking with dealmakers, changemakers and innovators
- Gatherings and meetups with like-minded professionals
- Interactive content from across the Marketplaces Industry

Schedule of Events

Sunday, December 5

By Invitation Only Events

Monday, December 6

9:00 am – 5:00 pm • Exhibit Hall Open
5:30 pm – 7:30 pm • Opening Reception

Tuesday, December 7

9:00 am – 3:00 pm • Exhibit Hall Open

Registration Fees

- Member | **\$395**
- Non-member | **\$795**
- Retailer Member | **\$0**
- Public Sector/Student | **\$50**

Shelley Burcham

From: Robin Reimold - TeamCalifornia <robin@teamca.org>
Sent: Thursday, September 16, 2021 8:15 AM
To: Shelley Burcham
Subject: Join TeamCalifornia at ICSC - Here, We Go! This December



**ICSC - Here, We Go. 2021 Deal Making
December 5 - 7, 2021 | Las Vegas, NV**

**TeamCalifornia Invites You
To Participate In The California Exhibit!**

Let your presence be known and get back on track with ICSC at their biggest live event this year!

With safety precautions and CDC health guidelines in place, ICSC will be delivering all the networking and content you've come to expect from the organization.



- Meet with Prospects in Private Meeting Space
- Display your Marketing Materials and Giveaways
- Exhibit with TeamCalifornia for a Fraction of the Cost of Going it Alone!

Members: \$2,000

Nonmembers: \$4,500

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