



# City Council Communication

**AGENDA DATE:** May 12, 2025

**LEGISTAR ITEM #:** Pres 25-081

**SUBMITTED BY:** Brian Phetteplace  
**DEPARTMENT:** Economic Development

<input type="checkbox"/> Ordinance		<input type="checkbox"/> Resolution	<input checked="" type="checkbox"/> Presentation
<input type="checkbox"/> Admin Business		<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Other

## REQUEST

We would like to provide an overview of the upcoming International Council of Shopping Center (ICSC) 2025 Las Vegas Conference. This presentation is informational and does not require any Council action.

## BACKGROUND

The ICSC conference is an outbound marketing event that the Economic Development division participates in to promote and market the City to the commercial real estate industry. Staff attends to educate and learn about the retail industry and build relationships with industry professionals.

- If needed, you may use bulleted lists here.

You cannot insert tables into this field. If you need tables (e.g. table of bid responses, etc), please attach a PDF of the table to the Attachments tab in Legistar. Arial 14pt font. No other formatting should be applied.

## FINANCIAL IMPACT

Contractor	NA
Amount of Request/Contract	\$NA
Amount Not To Exceed	\$NA
Amount Budgeted	\$2,500
Budget Year	FY2025
Funding Source	Economic Development Budget
Additional Funds Needed	\$NA
Funding Source (if funds needed)	NA

## CITY COUNCIL COMMUNICATION CONTINUED

### PROJECT TIMELINE

Estimated Start Date	Estimated End Date
May 17, 2025	May 20, 2025
Years and Months of Contract	Number of Times Renewable
NA	NA

### JUSTIFICATION

<input type="checkbox"/> Council Goal	<input checked="" type="checkbox"/> Strategic Plan	<input type="checkbox"/> Work Plan	<input type="checkbox"/> Legal
Citation	Economic Development Strategic Plan Strategy 1.1. Analyze Retail Needs and Compete for Retail Investment. Action 1.1.3 Communicate Retail Potential		

### BOARDS & COMMISSIONS ASSIGNED

Board or Commission	NA
Recommendation	NA
Date of Recommendation	NA

### PUBLIC OUTREACH

Detail all efforts to engage the public on this item, if any. List public meeting dates, town hall topics, feedback received at meetings or through online surveys, etc.

### AVAILABLE ACTIONS

- Available Action #1. This is typically an “Approve as submitted” action where Council may approve the ordinance, resolution, or administrative business item as drafted.
- Available Action #2. Detail what alternative action(s) Council may take on this item. For example, provide draft motion language on approving the item but with potential conditions or amendments in order to secure enough votes to pass.
- Available Action #3. You can also detail potential other actions such as a continuation to allow for more research or outreach to be done.
- Available Action #4. This is typically “Maintain status quo.” You should describe the impact, if any, if the item were not to pass. For

## CITY COUNCIL COMMUNICATION CONTINUED

example, missing a grant or contract deadline, delay of a work plan item being completed, etc.

### **STAFF RECOMMENDATION**

e.g. Staff recommends action #1, approval of the item.