

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

349



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**

July 3, 2013

**SUBJECT:** 2013 International Council of Shopping Centers RECon Trade Show Executive Summary

**RECOMMENDED MOTION:** That the Board of Supervisors receive and file the 2013 International Council of Shopping Centers (ICSC) RECon trade show report.

**BACKGROUND:** The Economic Development Agency, through its Team Riverside County program, led an aggressive effort to promote Riverside County retail and development opportunities at the International Council of Shopping Centers RECon trade show in Las Vegas from May 20 – 22, 2013. Joining the County were twelve partners that consisted of eleven cities and one economic development organization. The County's pavilion was strategically located in the exhibition hall and provided networking, meeting, and educational space for all of the County's partners and customers. The attached report provides a summary of the show and photographs of the County's pavilion.

Robert Field  
Assistant County Executive Officer/EDA

|                       |                               |      |                         |         |
|-----------------------|-------------------------------|------|-------------------------|---------|
| <b>FINANCIAL DATA</b> | Current F.Y. Total Cost:      | \$ 0 | In Current Year Budget: | N/A     |
|                       | Current F.Y. Net County Cost: | \$ 0 | Budget Adjustment:      | N/A     |
|                       | Annual Net County Cost:       | \$ 0 | For Fiscal Year:        | 2012/13 |

**COMPANION ITEM ON BOARD AGENDA:** No

**SOURCE OF FUNDS:** N/A

|   |                          |
|---|--------------------------|
| <b>Positions To Be Deleted Per A-30</b> | <input type="checkbox"/> |
| <b>Requires 4/5 Vote</b>                | <input type="checkbox"/> |

**C.E.O. RECOMMENDATION:**

**APPROVE**

BY:   
Jennifer L. Sargent

**County Executive Office Signature**

Dep't Recomm.: ☒ Policy ☐ Policy  
Per Exec. Ofc.: ☒ Consent ☐ Policy

2013 JUL 53 11:12

RECEIVED BY THE CLERK OF THE BOARD  
COUNTY OF RIVERSIDE

**Prev. Agn. Ref.:**

**District:** All

**Agenda Number:**

2-13

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

## ***ICSC RECon LAS VEGAS***

|                                       |   |           |           |               |               |       |             |              |       |                    |                |               |  |
|---------------------------------------|---|-----------|-----------|---------------|---------------|-------|-------------|--------------|-------|--------------------|----------------|---------------|--|
| <b>Event Name</b>                     | International Conference of Shopping Centers<br>RECon – The Global Retail Real Estate Convention  |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Dates</b>                          | May 20 - 22, 2013   |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Attendees</b>                      | Rob Moran – Economic Development Manager<br>Michael Razo – Development Specialist III   |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Team Riverside County Partners</b> | <p><u>Cities of:</u></p> <table> <tr> <td>Riverside</td><td>Coachella</td></tr> <tr> <td>Moreno Valley</td><td>Lake Elsinore</td></tr> <tr> <td>Hemet</td><td>San Jacinto</td></tr> <tr> <td>Palm Springs</td><td>Indio</td></tr> <tr> <td>Desert Hot Springs</td><td>Cathedral City</td></tr> <tr> <td>Rancho Mirage</td><td></td></tr> </table> <p><u>ED Organizations:</u><br/>Coachella Valley Enterprise Zone Authority</p> <p>Total: 12 partners - 11 cities, 1 ED organization</p>   | Riverside | Coachella | Moreno Valley | Lake Elsinore | Hemet | San Jacinto | Palm Springs | Indio | Desert Hot Springs | Cathedral City | Rancho Mirage |  |
| Riverside                             | Coachella   |           |           |               |               |       |             |              |       |                    |                |               |  |
| Moreno Valley                         | Lake Elsinore   |           |           |               |               |       |             |              |       |                    |                |               |  |
| Hemet                                 | San Jacinto   |           |           |               |               |       |             |              |       |                    |                |               |  |
| Palm Springs                          | Indio   |           |           |               |               |       |             |              |       |                    |                |               |  |
| Desert Hot Springs                    | Cathedral City  |           |           |               |               |       |             |              |       |                    |                |               |  |
| Rancho Mirage                         |   |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Total Cost to Attend</b>           | Approximately \$35,000. Cost is offset by partner contributions of \$22,000   |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Conference Information</b>         | RECon is the global convention for the shopping center industry and provides networking, deal making and educational opportunities for retail real estate professionals from around the world. With over 30,000 attendees and 1,000 exhibitors it is the largest industry convention, making it an unparalleled opportunity to do a year's worth of business in just three days.  |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Accomplishments</b>                | Riverside County played a key role in leading efforts to promote the county and its cities as a key location for retail opportunities in Inland Southern California. The retail landscape is highly competitive and having a large presence at the convention increases available opportunities. The County provided an excellent presence on the trade show floor that served as a hub for Riverside County cities, maximized exposure to foot traffic, and facilitated interaction between all partners and customers. Common meeting areas in the pavilion provided both formal and informal meeting space for participants to utilize. Critical meetings occurred in the booth in furtherance of economic development efforts with large food retailers, large discount retailers, and furniture companies. Several other meetings also took place with large office and retail developers and manufacturers who have roles in various types of development. Many unplanned meetings also occurred with customers who came to the pavilion seeking out the participants. Additionally, partners were able to distribute collateral materials about their respective regions. The collaboration with the partners yielded significant benefit at a fraction of the cost that would be required on an individual basis. |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Results by the Numbers</b>         | Over 200 leads were generated for EDA and partners as a result of exhibiting at the show. In addition, over 70 formal meetings were held at the pavilion.   |           |           |               |               |       |             |              |       |                    |                |               |  |
| <b>Conference Attendance</b>          | Approximately 32,000 attendees and 1,000 exhibitors   |           |           |               |               |       |             |              |       |                    |                |               |  |













