

City of La Quinta

CITY COUNCIL MEETING: July 21, 2015

STAFF REPORT

AGENDA TITLE: APPROVE OVERNIGHT TRAVEL FOR TWO COUNCILMEMBERS, CITY MANAGER, ASSISTANT TO CITY MANAGER AND BUSINESS ANALYST TO ATTEND THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS WESTERN DIVISION CONFERENCE IN SAN DIEGO, CALIFORNIA, SEPTEMBER 16-18, 2015

RECOMMEDATION

Authorize overnight travel for two Councilmembers, the City Manager, Assistant to City Manager and Business Analyst to attend the International Council of Shopping Centers Western Division Conference in San Diego, California, September 16-18, 2015.

EXECUTIVE SUMMARY

- The International Council of Shopping Centers (ICSC), a global trade association of the shopping center industry, holds an annual conference for participants to connect with business and franchise owners.
- City participation at the ICSC event will provide opportunities to attract retail, restaurants and hotels.

FISCAL IMPACT

\$5,785 or \$1,157 per attendee; funds are available in the City Council and City Manager Travel, Training and Meeting accounts.

BACKGROUND/ANALYSIS

ICSC's "Western Division Conference and Deal Making" is held annually at the San Diego Convention Center. The conference will provide the Economic Development Subcommittee and staff an opportunity to engage key representatives of regional and national brand retailers, hoteliers and restaurateurs to attract business to the City. In addition, appointments will be scheduled with retailers to discuss specific vacant buildings.

In 2014, a City Council Economic Development Subcommittee was formed to better understand the dynamics of La Quinta's market. The Subcommittee met with local real estate professionals, who indicated that participation in trade shows was a central theme in facilitating business attraction and in fostering relationships with site selectors that represent regional and nationally branded commercial uses.

ALTERNATIVES

The Council could deny this travel request or reduce the overall total number of attendees. However, this alternative is not recommended as the event would provide key

economic development staff an opportunity to attract new business to the City.

Report prepared by: Ted Shove, Business Analyst

Report approved by: Frank J. Spevacek, City Manager