

CONSENT CALENDAR

SUBJECT: AUTHORIZATION TO TRAVEL

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

COMMENT: The International Council of Shopping Centers (ICSC) will be hosting their annual conference in Las Vegas, Nevada, May 19 – 22, 2013. During the 2012 conference, staff made contact with ten (10) major national retailers and met with five (5) developers to discuss opportunities in Porterville.

Staff continues to communicate with the contacts made at ICSC conferences to promote Porterville and encourage retailers to locate in our community. Retail contacts at past ICSC conferences have included Kohls, Marshalls, Famous Footwear, Rue 21, Dollar General, and Family Dollar – all who have located (or have a signed lease) in Porterville within the past four years. There is an additional contact from last year's event that is currently working on locating in a vacant building in one of our shopping centers. A continued presence is important while marketing Porterville to retailers, and staff would like to continue efforts by attending the 2013 ICSC conference.

The cost for the trip for two staff is estimated to be \$2,400 and funding is available in the Economic Development budget.

RECOMMENDATION: That the City Council approve travel to Las Vegas, Nevada, for the purpose of attending the International Council of Shopping Centers conference.

DD ~~FD~~ Appropriated/Funded MB CM f

Item No. 10