

CITY COUNCIL AGENDA: FEBRUARY 17, 2015

CONSENT CALENDAR

SUBJECT: AUTHORIZATION TO TRAVEL

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

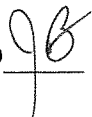
COMMENT: The International Council of Shopping Centers (ICSC) will be hosting their annual conference in Las Vegas, Nevada, May 17 – 20, 2015. Staff last attended the ICSC annual conference in 2013. During the 2013 conference, staff met with retailers, brokers, and developers representing over ten companies 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 Panera, Kohls, Marshalls, Famous Footwear, Rue 21, Dollar General, and Family Dollar, all of which have located in Porterville. With the development that is taking place throughout the city, staff would like to continue the marketing efforts by attending the 2015 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.

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Appropriated/Funded



CM



Item No.

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