

ITEM: OUT-OF-STATE TRAVEL APPROVAL FOR CITY STAFF TO PARTICIPATE IN THE IAMC SPRING FORUM IN APRIL 2024 AND ICSC SHOW IN MAY 2024

RECOMMENDATION: Adopt a Resolution Authorizing Out-of-State Travel for City Staff to Attend and Represent the City of Lathrop as follows:

- 1) Economic Development Administrator attendance at the Industrial Asset Management Council's Spring Forum in Greenville, South Carolina April 6, 2024 – April 10, 2024**
- 2) Economic Development Administrator and Community Development Director attendance at the Innovating Commerce Serving Communities Conference in Las Vegas, Nevada May 19, 2024 – May 22, 2024**

SUMMARY:

Tradeshows and conferences often offer early-bird registration rates and host hotel booking rates to attendees. In order to take advantage of these early-bird savings and to reserve hotel room(s) for staff, this request for out-of-state travel is being presented early for tradeshows and conferences attended annually by city staff.

In an effort to market the City of Lathrop to new job-generating businesses and attract industrial investment opportunities, the Economic Development Administrator requests approval to attend the Industrial Asset Management Council (IAMC) Spring forum to be held in Greenville, South Carolina from April 6, 2024 through April 10, 2024. IAMC is a U.S. based industrial and manufacturing real estate trade association.

In an effort to market the City of Lathrop to new job generating businesses and retail establishments that complement the needs and desires of its residents, the Economic Development Administrator and Community Development Director request approval to attend the annual Innovating Commerce Serving Communities, formerly known as the International Council of Shopping Centers (ICSC), conference to be held in Las Vegas, Nevada on May 19, 2024 through May 22, 2024. ICSC is focused on the attraction of retail establishments and shopping center developers.

BACKGROUND:

The Economic Development Administrator was hired in February 2019 to promote the City's attributes for economic opportunities that will enhance the overall well-being and quality of life of the community and its residents. Efforts to achieve these goals include business attraction through attendance at target industry tradeshows, forums, and conferences such as IAMC and ICSC.

The IAMC forum presents a networking and marketing opportunity to attract new job generating businesses and industrial investment to the City of Lathrop.

IAMC is a membership organization focused toward Industrial Real Estate professionals. Corporate members include Pepsico, Thermo Fisher Scientific, Lockheed Martin, Boeing, Kellogg, Weyerhaeuser, Medline, and more. Service providers such as site selection consultants, national brokers, and developers, as well as Economic Developers are permitted to join. However, the membership is exclusive to corporate real estate professionals allowing only one service provider and one economic developer per corporate real estate professional in order to keep a balanced membership. Forums are held twice a year to allow networking and deal making opportunities related to the industrial industry.

The City's Economic Development Administrator has attended these forums with past employers who were members of IAMC. Boise Cascade's location in Lathrop, Medline's location in Tracy, Thermo Fisher Scientific's location in Tracy, and Weyerhaeuser's expansion-relocation in Stockton were all results from networking relationships stemming from IAMC. After four years of being on the membership waiting list, the City of Lathrop was approved to join IAMC in January 2023.

Staff is requesting out-of-state travel for attendance at the IAMC Spring 2024 Forum and sponsorship participation in the Team California hosted dinner event. Expenses for this out-of-state travel request include event registration, airfare, transportation, hotel, food, and participation in the Team California hosted dinner. ATTACHMENT "B" includes additional IAMC Spring 2024 Forum participation and Team California dinner sponsorship information.

ICSC conferences are held each year to allow networking and deal making opportunities related to the retail industry. Staff schedules meetings with prospective decision makers thereby allowing an opportunity to showcase the City of Lathrop as a potential location for new commercial investment. Traditionally, city staff has participated in the western "Deal Making Show" in Monterey, the "Western Regional Conference" in San Diego, and the larger international "ICSC" show in Las Vegas. Attendance at the Monterey show is approximately 300 – 500 people, 600 people at the San Diego show and more than 40,000 people at the Las Vegas show including key decision makers, site selection consultants, developers, company representatives, and retailers.

Staff is requesting out-of-state travel for the Economic Development Administrator and the Community Development Director to attend the ICSC 2024 conference in Las Vegas, Nevada, and to participate in the TeamCalifornia exhibit booth as representatives of the City of Lathrop. Expenses for this out-of-state travel request include event registration, airfare, transportation, hotel, food, and participation in the Team California exhibit booth. ATTACHMENT "C" includes additional ICSC 2024 Conference and Team California Exhibit Booth Information.

REASON FOR RECOMMENDATION:

Staff requests that the City Council adopt the proposed resolution authorizing Out-of-State Travel for the Economic Development Administrator to participate in the IAMC Spring Forum being held in Greenville, South Carolina from April 6, 2024 to April 10, 2024 for the purpose of marketing, outreach, and industrial business attraction.

Additionally, staff requests that the City Council adopt the proposed resolution authorizing Out-of-State Travel for two city staff members to participate in the ICSC conference being held in Las Vegas, Nevada from May 19, 2024 to May 22, 2024 for the purpose of marketing, outreach, and retail business attraction.

FISCAL IMPACT:

The total cost for the IAMC Forum is estimated to be \$6,032, and ICSC conference is estimated to be \$7,256. All expenses relating to these conferences are within the City Manager Department's Economic Development Division and the Community Development Department's FY 2023-2024 budgets as approved by City Council.

ATTACHMENTS:

- A. A Resolution of the City Council of the City of Lathrop to Authorize Out-of-State Travel for City Staff to Attend and Represent the City of Lathrop at the Industrial Asset Management Council (IAMC) Spring Forum in Greenville, South Carolina from April 6, 2024 to April 10, 2024 and the Innovating Commerce Serving Communities (ICSC) Conference in Las Vegas Nevada from May 19, 2024 to May 22, 2024
- B. IAMC Spring 2024 Forum participation and Team California dinner sponsorship information
- C. ICSC 2024 Conference and Team California Exhibit Booth Information

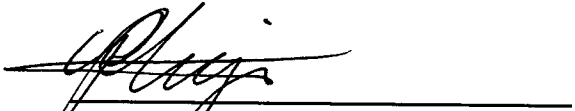
**CITY MANAGER'S REPORT
NOVEMBER 13, 2023 CITY COUNCIL REGULAR MEETING
OUT-OF-STATE TRAVEL FOR CITY STAFF**

APPROVALS:



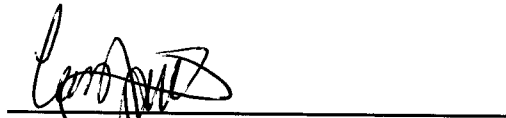
Shelley Burcham
Economic Development Administrator

10-17-2023
Date



Rick Caquiat
Community Development Director

10/18/23
Date



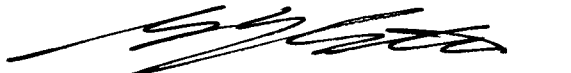
Cari James
Finance Director

10/18/23
Date



Salvador Navarrete
City Attorney

10-17-2023
Date



Stephen J. Salvatore
City Manager

10-25-23
Date

RESOLUTION NO. 23-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LATHROP TO AUTHORIZE OUT-OF-STATE TRAVEL FOR CITY STAFF TO ATTEND AND REPRESENT THE CITY OF LATHROP AT THE INDUSTRIAL ASSET MANAGEMENT COUNCIL (IAMC) SPRING FORUM IN GREENVILLE, SOUTH CAROLINA APRIL 6, 2024 TO APRIL 10, 2024 AND THE INNOVATING COMMERCE SERVING COMMUNITIES (ICSC) CONFERENCE IN LAS VEGAS, NEVADA MAY 19, 2024 TO MAY 22, 2024

WHEREAS, City Council approved funding for a full-time Economic Development Administrator position to carry out economic development activities on behalf of the City; and

WHEREAS, staff has identified targeted industry opportunities to market the City for the attraction of industrial and commercial businesses and investment; and

WHEREAS, funding identified for marketing events has been considered and approved within the City Manager Department's Economic Development Division and the Community Development Department's FY 2023-2024 budgets.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lathrop, authorizes out-of-state travel for the Economic Development Administrator to attend and represent the City of Lathrop at the IAMC Spring Forum in Greenville, South Carolina from April 6, 2024 to April 10, 2024; and

BE IT FURTHER RESOLVED that the City Council of the City of Lathrop, authorizes out-of-state travel for the Economic Development Administrator and Community Development Director to attend and represent the City of Lathrop at the ICSC Conference in Las Vegas, Nevada from May 19, 2024 to May 22, 2024.

The foregoing resolution was passed and adopted this 13th day of November 2023, by the following vote of the City Council, to wit:

AYES:

NOES:

ABSTAIN:


ABSENT:

SONNY DHALIWAL, MAYOR

ATTEST:

APPROVED AS TO FORM:

Teresa Vargas, City Clerk



Salvador Navarrete, City Attorney



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REGISTRATION FEES

IAMC Members

Member Type	By Jan 12	By March 1	After March 1
Corporate Member	\$810	\$860	\$900
1st Time Corporate Member Special <i>(Registration plus membership dues for 1 year)</i>	\$1,165	\$1,235	\$1,335
1st Economic Developer/Service Provider Company Member Rep*	\$1,170	\$1,245	\$1,370



Harnessing the Power of Industrial Real Estate

Corporate real estate is crucial in today's dynamic industrial environment, impacting both the bottom line and the overall operational efficiency and profitability. Harnessing the power of industrial real estate is not merely about managing the physical spaces anymore; it's about strategic decision-making, professional development of the workforce, and staying abreast of the latest trends and best practices.

From integrating technology into traditional real estate models to create agile workspaces to ESG, supply chain and sustainability, equipping yourself and your team with cutting edge information is more important than ever.

Join IAMC this spring in Greenville, SC, as we Harness the Power of Industrial Real Estate.

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The official venues for the Spring 2024 Forum are:



The Custom's Hotel, The IAMC Room, Ball Room

The Hyatt Regency Greenville

250 W. Main Street, Greenville, SC 29601

The Hyatt Regency Greenville is a premier hotel located in the heart of downtown Greenville, SC.

IAMC Registered Room Rates: The Hyatt Regency Greenville offers a special rate for IAMC members. The rate is \$150 per night, including breakfast and taxes. The rate is available for members who register for the Spring 2024 Forum. The rate is available until March 15, 2024.

Deadline: The ATTA will close on March 15, 2024.

For more information: [Contact Us](#)

ICSC LAS VEGAS

May 19-21, 2024

Las Vegas Convention Center
Las Vegas, Nevada, United States



ICSC LAS VEGAS is our premier event and takes place annually in May. It is a two- to three-day gathering of dealmakers and industry experts, who are driving innovation and evolution in the Marketplaces Industry.

Registration Fees*

Register at the Advance Rate (ends February 19, 2024, at 11:59 pm EST)

Member • **\$850**

Non-Member • **\$1,975**

Retailer Member • **\$0**

Student Member • **\$50**

Standard Rate (ends May 16, 2024, at 11:59 pm EST)

Member • **\$1,050**

Non-Member • **\$1,975**

Retailer Member • **\$0**

Student Member • **\$50**

On-Site Rate (starts May 17, 2024, at 12:00 am EST)**

Member • **\$1,450**

Non-Member • **\$1,975**

Retailer Member • **N/A**

Student Member • **N/A**

*All cancellations are subject to a \$100 cancellation fee for members and non-members and \$25 for student members. Refunds will not be given for cancellations received after **4:59 pm ET on April 1, 2024**. All requests for refunds must be received by ICSC in writing.

** On-site registrations are not accepted for Retailer Members and Student Members.

Attendees can choose to have their badges mailed in advance for a \$25 fee.

The deadline to select this option is 4:59 pm ET on April 1, 2024.

**Please note this badge mailing option applies to paid attendee badges only (no exhibitor or other comped badges). You must select the badge mailing option at checkout during the event registration process in order to have your badge mailed. Badges will only be mailed once to the primary address in your file. Please make sure this address is correct before you register. If you do not receive your badge or the badge is incorrect, we cannot resend. Badges are non-transferable. We cannot resend a badge to a different address or transfer the name on the badge. If you did not select to have your badge mailed at check out, we cannot mail your badge. You will need to pick up the badges and make corrections on-site at registration.*

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