

September 9, 2005

MEMO TO: To the Honorable Members of the  
Community & Economic Development Committee

FROM: Dimitri Jordan, Economic Development Specialist

SUBJECT: International Council of Shopping Centers (ICSC) 2005 Spring Convention  
Report of Accomplishments & Activities

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Resolution No. 041750 was adopted on May 3, 2005 , approving the expenditure of \$9,800.00 from the Economic Development Committee Fund for participation by City of Milwaukee staff at the 2005 International Council of Shopping Centers (ICSC) Spring Convention held in Las Vegas, Nevada on May 22-25 2005.

This memo report, as requested by the Economic Development Committee, will serve as a document detailing the economic development initiatives performed by the Department of City Development.

The convention was attended by Mayor Tom Barrett, Kimberly Montgomery, Liaison Officer to the Mayor, Commissioner Rocky Marcoux, Joel Brennan, Asst. Executive Director-Secretary of the Redevelopment Authority, Ald. Joe Davis, Joe Dudzik, Willie Wade and Dimitri Jordan, Economic Development Specialists for the Department of City Development.

Larry Kilduff from the Kilduff Company provided technical assistance and convention booth space.

There were over 40,000 registered conventioners at this year's convention. That was a 9% increase in attendance over last year's convention. There were over 850 companies that were housed in 512 booths.

The Department of City Development had its own private office with a round table, four chairs and a skirted table. There was also access to a shared conference room, display walls and skirted tables for displaying promotional materials.

ICSC is the preeminent trade association consisting of a structured network of companies and individuals worldwide from the fields of real estate development, commercial brokerage, retailing, and an assortment of support services to the industry, such as construction, property management, marketing, legal, and demographers to name a few.

Building relationships is continually stressed among ISCS members, due to the nature and cycle of commercial development. In some cases, from the initial contact to complete project development can take two to three years.

For the year, approximately 25%-50% of retail transactions occur within the three day period of the spring convention for most ICSC members.

The success of this years convention will be measured by the various follow-up activities, which will be performed by the Department of City Development with input from various City departments, member of the Common Council and the Mayor's Office.

The primary purpose of attending the International Council of Shopping Centers Convention was to establish new relationships and to build upon existing relationships with key national retailers looking to expand their presence in the metropolitan Milwaukee market.

The benefits to the City of Milwaukee include a larger tax base created by an increase in commercial properties, revitalized neighborhoods; which provide much needed goods and services to underserved residents, increasing employment and preservation of existing jobs.

The objectives are stated below:

**Objectives:**

1. Continued negotiations with retailers for retail/commercial development projects, previously initiated and/or proposed at prior year's ICSC's Spring Convention.
2. Familiarize Commissioner Marcoux and Assistant Executive Director-Secretary Brennan and other elected officials with the ICSC industry and spring convention.
3. Create a coordinated meeting schedule for the convention to facilitate meetings with City of Milwaukee officials and key retailers, broker and developers.
4. Provide customized schedule of relevant educational workshops and general sessions for City of Milwaukee officials.
5. Network with representatives from other urban markets to understand how they have benefited from attending the ICSC Spring Convention and to discover best practices.
6. Learn new recruitment techniques and strategies to increase commercial opportunities for the residents of the City of Milwaukee.
7. Create new and strengthen existing networks with retailers, brokers and developers.
8. Increase understanding of why some retailers do not consider Milwaukee a viable market and what city officials can do to respond to the challenges.
9. Dispel myths about urban markets ( the perception of crime, lack of purchasing power, etc.) to increase retailers' understanding of the Milwaukee market, and encourage them to open stores in our area (get Milwaukee on their "radar screen").
10. Address the challenges that retailers and developers face when putting stores in urban markets in order to better assist them in the future.
11. Identify the expansion plans of large formatted national retailers, so that we may guide development appropriately and take advantage of what these stores have to offer.

12. Market Milwaukee's redeveloping areas such as Fond du Lac & North, Midtown Center, Pabst City, Grand Avenue, Park East, Granville Station and other commercial corridors
13. Educate retailers, brokers and developers about Milwaukee's tools and incentives for urban development such as New Markets Tax Credits, Renewal Community Credits, WHEDA's loan guarantee programs, MEDC's loan programs, Façade Grants for existing buildings, standardized zoning, etc.
14. Collaborate with Milwaukee County officials on a strategy for cooperative development of the Park East.
15. Identify potential franchisers looking to expand into the Metro-Milwaukee market.

The Department of City Development's strategy for this year's convention included three separate goals:

- Staff Mayor Barrett's meetings with senior level executives of major catalytic national retailers, as well as raise his prominence within the retail/development industry.
- Staff Commissioner Marcoux and Asst. Executive Director-Secretary Brennan's meetings with senior level executives of major catalytic national retailers.
- Facilitate a listening session for Mayor Barrett attended by members of the State of Wisconsin ICSC volunteer officers and other members of ICSC at City of Milwaukee's booth.
- Facilitate a listening session for Ald.. Joe Davis, Joe Dudzik, and Willie Wade attended by members of the State of Wisconsin ICSC volunteer officers and other members of ICSC at City of Milwaukee's booth.

**Retailer Meetings:**

- IKEA
- Save-a-Lot
- Walgreen's
- Target
- Kohl's Dept. Store
- Wal-Mart
- Costco
- Best Buy
- Lowe's
- Ashley's Furniture
- Office Depot
- Blockbuster Video

**Developer/Project Meetings:**

- Pabst City-Juneau Avenue Partners
- Midtown Center, Inland Real Estate & Boulder Venture
- Granville Station-Tucker Development

**2006 Goals**

- Continued development of collaborative regional marketing strategy to increase retail development with the Metro-Milwaukee region.
- Present Metro-Milwaukee as a regional powerhouse to the retail industry.
- Create an enhanced promotional environment and increased networking opportunities at the ICSC Spring Convention.

c: Rocky Marcoux, Commissioner of the Department of City Development  
Joel Brennan, Assistant Executive Director-Secretary of the Redevelopment Authority