



# Building A Better Long Beach

October 20, 2008

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Receive and file a report on recent attendance at the International Conference of Shopping Centers Western Division Deal Making Conference and retail recruitment update. (Central, Downtown and North - Districts 1, 2, 6, 8, 9)

### DISCUSSION

Redevelopment Agency (Agency) staff and its retail recruitment consultant, Smith Consulting Group (SCG), attended the International Conference of Shopping Centers (ICSC) Western Division Deal Making Conference in San Diego, California, from September 10-12, 2008.

Agency staff participation at the ICSC Conference in San Diego and previously in Las Vegas provide an opportunity to market and promote opportunity sites to various retailers, brokers and developers. Simply put, this conference brings everyone in the retail business into one place. In addition to attendance at the conference, the Agency jointly sponsors a booth with the City of Long Beach. Information about various development sites are prominently displayed, and staff are on hand to answer questions or hold informal discussions with interested parties.

In order to maximize Agency staff's productivity and exposure at the conference, SCG scheduled meetings well in advance of the conference to provide one-on-one opportunities to meet with our targeted retailers. During the two-day event, staff and SCG met with 19 retailers, brokers and developers in formal meetings. Staff also toured key retailers in Downtown San Diego to better understand the competitive environment for these retailers. In addition, an estimated 250 visitors stopped by the City of Long Beach booth for informal discussions.

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This year's conference was very productive for Long Beach. Retailers are taking a serious interest in Downtown Long Beach, Bixby Knolls and targeted sites within North Long Beach. As a result of the conference, staff has had over 40 follow-up discussions with interested parties and has conducted several tours of the Downtown for prominent retailers and their representatives. SCG and Agency staff will continue to pursue all viable proposals through additional follow-up appointments and site visits.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK  
EXECUTIVE DIRECTOR

CB:AJB:csm