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MEMORANDUM

TO: Village Administrator
FROM: Mo Khan, Village Planner
THROUGH: Vijay Gadde, Community Development Director
DATE: January 31, 2023
SUBJECT: Request for Approval of ICSC Las Vegas 2023 Budget

RECOMMENDED MOTION: Move to approve the ICSC Las Vegas 2023 Budget.

INTRODUCTION

The Village of Itasca is a member of Access O’Hare West (AOW), which is a consortium of ten communities that are primarily located along Illinois Route 390. The consortium works collectively on numerous economic development initiatives to market the region which is close to O’Hare International Airport and largely located in DuPage County. The Village has historically attended the trade show with the consortium, however, due to the number of staff changes at the various communities and the discussion regarding the benefits of having a booth at the trade show, discussions are currently being held whether or not to have an Exhibitor’s Booth as in years past.

However, independent of the consortium, Village staff sees a benefit of attending the trade show to make one-on-one contact with potential developers and retailers especially with the Downtown North TIF Project Study in the process.

The Village Administrator, Village Planner, the Village President, and the Chair of the Community Development Committee are requesting to attend the ICSC Las Vegas 2023 Retail Trade Show.

DISCUSSION

The International Council of Shopping Center (ICSC) is the global trade association of retailers, developers, brokers, and public sector entities and officials involved in the development of retail business. ICSC annually holds its premier trademark event in May, which according to ICSC is a “gathering of dealmakers and industry experts, who are driving innovation and evolution in the Marketplace Industry.” The trade show is attended by hundreds of local and regional public agencies and officials.

The four requested individuals to attend are significantly involved in the economic development efforts of the Village. It is a standard practice to have elected officials attend this show and participate in meetings with

national retailers and restaurants, so businesses have a clear understanding where the elected officials of the community generally stand. Village staff will be able to provide answers and directions on the strategic priorities, regulatory process, and technical aspects of development in the Village.

Last year’s attendance at the ICSC Las Vegas Show allowed Village officials and staff to meet numerous potential retailers and developers and market the Village and the Access O’Hare West Region. The show also gave us the opportunity to conduct one-on-one meetings with national retailers and restaurants and discuss opportunities for those businesses here in the Village of Itasca. Village officials and staff had a follow-up meeting with one of the developers met at the show regarding the a property that is within the Downtown Itasca – Irving Park Road Corridor.

FISCAL IMPACT

Staff has provided a ICSC 2023 Las Vegas proposed budget for review and consideration, and it is attached as Exhibit B to this memo. The total proposed budget is \$12,872 or \$3,218 per person. Res. 920-17 sets the following limits or maximum spending:

1. Maximum \$3,000 cost per person per event.
2. Maximum \$300 average per night cost for hotel per person.
3. Maximum of \$75 per diem per person.

Staff’s proposed budget includes a \$150 per diem due to the higher meal/food costs in Las Vegas. Per Sec. 4.20 of Res. 920-17, any “expenses for travel, meals, and lodging of any authorizing individual that exceeds the maximum allowed under these regulations may only be approved by roll call vote at an open meeting of the Board.”

Transportation cost to and from the airports was determined using a trip cost estimator from a ridesharing website. The Las Vegas Monorail 3-Day Pass will provide unlimited rides for a 72-hour period that starts when the first ride is taken, this will allow for efficient and quick travel between the hotels and the Convention Center and not have to rely on costly taxi or rideshare services on a daily basis.

The proposed budget includes four-nights of hotel stay. The trade show event begins 8 AM on Sunday, May 21st and ends in the afternoon of Tuesday, May 23rd, which would require four nights.

Payments for the event will be disbursed from the Community Development – Travel & Economic Development funds.

STAFF RECOMMENDATION

Staff recommends the item be forwarded to the Committee of the Whole on February 7, 2023, for review and consideration.

ATTACHMENTS

1. Exhibit A – Resolution 920-17
2. Exhibit B – Proposed ICSC Las Vegas 2023 Budget

ICSC Las Vegas 2023 (May 21-23, 2023)

	Count	Sub-Total	Item Total	Budget Code #	Budget Line Item
Round Trip Airfare ¹ (per person)	4	\$ 500.00	\$ 2,000.00	01-05-69100	CD - Travel
Hotel (per person) ²	4	\$ 1,200.00	\$ 4,800.00	01-05-69100	CD - Travel
Registration (per person) ³	4	\$ 795.00	\$ 3,180.00	01-05-67024	CD - Econ Dev
Meals - Day 1 (per person)	4	\$ 150.00	\$ 600.00	01-05-69100	CD - Travel
Meals - Day 2 (per person)	4	\$ 150.00	\$ 600.00	01-05-69100	CD - Travel
Meals - Day 3 (per person)	4	\$ 150.00	\$ 600.00	01-05-69100	CD - Travel
Meals - Day 4 (per person)	4	\$ 150.00	\$ 600.00	01-05-69100	CD - Travel
Las Vegas Monorail 3-Day Pass	4	\$ 29.00	\$ 116.00	01-05-69100	CD - Travel
Transportation to ORD Roundtrip (per person)	4	\$ 60.00	\$ 240.00	01-05-69100	CD - Travel
Transport to LAS Roundtrip (per person)	4	\$ 34.00	\$ 136.00	01-05-69100	CD - Travel
		Total:	\$ 12,872.00		
		Per Person4:	\$ 3,218.00		

¹ Estimate Cost of Airfare

² Maximum of \$300 Average per Night permitted per Res. 920-17

³ Two Trade Show Registrations covered by AOW Membership

⁴ Maximum Cost per person permitted is \$3,000 per Res. 920-17

Budget Description	Budget	Spent	Remaining
ComDev General Travel (01-05-69100)	\$ 7,000.00	\$ 2,492.00	\$ 4,508.00
ComDev General Meal Per Diem (01-05-69100)	\$ 2,000.00	\$ 2,400.00	\$ (400.00)
ISCS Trade Show (01-05-67024)	\$ 10,000.00	\$ 7,980.00	\$ 2,020.00