



costa mesa city 10x10 booth graphic concept layout fibra-A

ICSC 2013 REPORT OUT May 2013

The 2013 ICSC RECon Conference was held in Las Vegas, Nevada May 19-22, 2013. Attendees included Mayor Righeimer, Mayor Pro Tem Mensinger, CEO Hatch, Dan Joyce, Public Affairs Manager, Dan Baker, CEO Management Analyst and Kelly Shelton, Executive Assistant to the CEO.

New this year, together with the Conference & Visitor Bureau (CVB), the City produced a professional display booth which was fully funded by the (CVB). The booth featured images of Costa Mesa highlighting shopping, dining, retail, arts and education. Additionally, the booth featured a 42" TV that displayed a promotional video produced by the CVB which highlighted Costa Mesa's many unique features. The booth will be used for future events (see picture above).

Mayor Righeimer, Mayor Pro Tem Mensinger and CEO Hatch participated in a number of pre-scheduled meetings as well as a number of impromptu meetings scheduled while attending the conference (please see below). Dan Joyce, Dan Baker and Kelly Shelton's role was to welcome those meeting attendees as well as those individuals/businesses that visited the City's booth and answer questions, schedule meetings and provide contact information for specific questions.

The breakdown of contacts is as follows:

Visits to booth where business cards and information exchanged	120
Number of formal meetings conducted	11
Number of requests for meetings/tours post conference	15
Number of meetings scheduled post conference as of 5/29/13	5
Number of meetings held post conference as of 5/29/13	4
Meeting scheduled with CEO Hatch on 6/7/13	1

