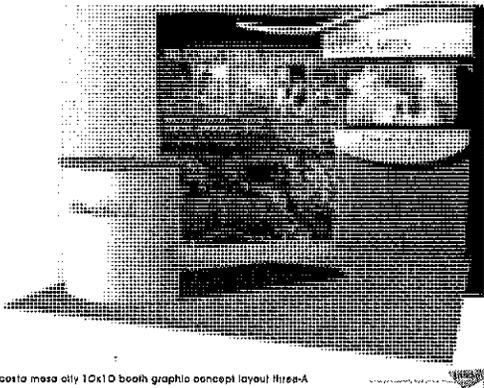


**ICSC 2014  
REPORT OUT  
June 2014**



The 2014 ICSC RECon Conference was held in Las Vegas, Nevada May 18-20, 2013. Attendees included Mayor Righeimer, Mayor Pro Tem Mensinger, CEO Hatch, Gary Armstrong, Director of Economic & Development Services, Dan Baker, CEO Management Analyst and Kelly Shelton, Executive Assistant to the CEO.

As used in 2013, together with the Conference & Visitor Bureau (CVB), the City booth included a professional display 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 continue to be used for future events (see picture above).

Mayor Righeimer, Mayor Pro Tem Mensinger, CEO Hatch and Director Armstrong 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 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	175
Number of formal meetings conducted	12
Number of requests for meetings/tours post conference	10
Number of meetings scheduled post conference as of 6/13/14	7
Number of meetings held post conference as of 6/13/14	7

