File No. 040333

CITY OF MILWAUKEE

Department of City Development
Memorandum

July 13, 2004

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

FROM: Dimitri Jordan, Economic Development Specialist
Jennifer A. Basile, Economic Development Specialist, AICP

SUBJECT: International Council of Shopping Centers (ICSC) 2004 Spring Convention Report of Accomplishments & Activities

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On April 23, 2004, Resolution No. 031686 was adopted, approving the expenditure of $9,800.00 from the Economic Development Committee Fund for technical assistance, booth & display space, and travel expenses for two Department of City Development staff to attend the International Council of Shopping Centers Convention held in Las Vegas, Nevada on May 23-26, 2004. 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 purpose of attending the International Council of Shopping Centers Convention was to increase our understanding of how to grow the tax base, revitalize neighborhoods by bringing goods and services to underserved areas, and to preserve existing jobs. The objectives are stated below:

Objectives:

1. Network with representatives from other urban areas and understand how they have used the ICSC conventions to their advantage.
2. Create new, and strengthen existing, networks with retailers, brokers and developers.
3. Increase our understanding of why some retailers do not consider Milwaukee a viable market.
4. Dispel myths about urban markets such as the perception of crime, lack of purchasing power, etc.) increase retailers' understanding of the Milwaukee market, and encourage them to open stores in our area (get Milwaukee on their "radar screen").
5. Recognize the challenges that retailers and developers face when putting stores in urban markets in order to better assist them in the future.
6. Identify the expansion plans of "category-killers" and "discount superstores," so that we may guide development appropriately and take advantage of what these stores have to offer.
7. Market Milwaukee's redeveloping areas such as Fond du Lac & North, Midtown Center, Pabst City, Grand Avenue, Park East, and Granville Station.

8. 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.
9. Collaborate with the County and WHEDA on our strategy for economic development.

The convention was attended by Mayor Tom Barrett and Kimberly Montgomery, Liaison Officer to the Mayor, Jennifer A. Basile and Dimitri Jordan, both Economic Development Specialists for the Department of City Development.

Larry Kilduff from the Kilduff Company provided technical assistance to the Department of City Development and the Mayor's Office.

Also in attendance at this year's ICSC Spring Convention was County Executive Scott Walker and Antonio Riley, Executive Director of WHEDA.

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

- Introduce Mayor Barrett to the International Council of Shopping Centers (ICSC) industry and the International Council of Shopping Centers Spring Convention.
- Schedule meetings with senior level executives for major national retailers and department stores.
- Provide a listening session for Mayor Barrett attended by a number of the State of Wisconsin ICSC Officers and local developers & commercial brokers at our booth.

In past years the strategy has been to schedule meetings to present sites and demographic information with key retailers, brokers, and developers who have the ability to make decisions. Another goal was to continue cultivating these relationships.

We modified this year's strategy by focusing on the initial contact to senior level executives with Mayor Barrett to gain a better understanding of their specific needs without being site specific.

This approach allows for future discussions on specific sites with either environmental, zoning, and assemblage issues with input from the Mayor's Office, Department of City Development, and the Common Council.

Some of the challenges to identifying suitable sites for both the retailer and the City of Milwaukee are design, assemblage, zoning and scarcity of larger parcels of real estate.

Retailer Meetings:

- Save-a-Lot
- Walgreen's
- Target
- Kohl's Dept. Store

- Wal-Mart
- Cosco

Developer/Project Meetings:

- Pabst City-John Ferchill, Jerry Franke
- Grand Ave. Mall-Drew Gorman
- Granville Station-Tucker Development

Mayor Barrett's Listening Session Attendees:

- Kimberly Montgomery
- Dimitri Jordan
- Jennifer Basile
- Larry Kilduff/The Kilduff Company
- Robert Schmidt III/Boulder Ventures
- Michael Weiss/General Capital Group
- John Kesselman/John Kesselman Real Estate

There were 36,300 registered conventioneers at this year's convention. That was a 13% 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.

The success of the 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 and the Mayor's Office.

c: Martha L. Brown, Acting Commissioner of the Department of City Development
Joel Brennan, Assistant Executive Director-Secretary of the Redevelopment Authority