



CITY OF BANNING STAFF REPORT

TO: CITY COUNCIL

FROM: Elizabeth Gibbs, City Manager

PREPARED BY: Marisol Lopez, Economic Development Manager

MEETING DATE: June 9, 2026

SUBJECT: Receive & File Update, City of Banning Participation at the 2026 ICSC Las Vegas Conference

STAFF RECOMMENDATION:

Staff recommends that the City Council receive and file an update regarding the City of Banning's participation at the 2026 ICSC Las Vegas Conference, held May 18–20, 2026, in Las Vegas, Nevada.

BACKGROUND:

Each year, representatives from the City of Banning attend the ICSC Las Vegas Conference as part of the City's ongoing economic development, business attraction, and retail recruitment efforts. ICSC Las Vegas is recognized as one of the largest commercial real estate and retail development events in the country, bringing together more than 25,000 decision-makers for dealmaking, networking, and marketplace industry discussions.

ICSC, which stands for Innovating Commerce Serving Communities, is the member organization for the advancement of the Marketplaces Industry. The Marketplaces Industry includes the places and spaces where people shop, dine, work, play, and gather, and is foundational to local communities and economies.

For the 2026 conference, the City of Banning partnered with the Riverside County Office of Economic Development, which hosted a pavilion in Central Hall, Booth #2459J. Riverside County's pavilion included 11 city partners and provided shared meeting and display space for participating agencies. This partnership allowed the City to maintain a professional presence at the conference in a cost-effective manner by reserving meeting space within the County booth, displaying City marketing materials, and meeting with developers, brokers, and retailers without the significant financial and staffing costs associated with securing and operating a separate dedicated booth.

The City of Banning's attendance included the following representatives:

- Richard Royce, Mayor
- Leroy Miller, Councilmember
- Elizabeth Gibbs, City Manager
- Art Vela, Public Works Director
- Marisol Lopez, Economic Development Manager

Many cities attending ICSC include City Managers, elected officials, department heads, and economic development staff because retail recruitment and development opportunities often require coordinated discussions related to land use, infrastructure, utilities, permitting, public improvements, and long-term community vision.

Throughout the conference, City representatives participated in pre-scheduled meetings with developers, brokers, and retail tenants interested in the City of Banning. Staff also conducted drop-in meetings and informal discussions with industry representatives. These conversations provided opportunities to promote Banning's growth, available development sites, municipal utility advantages, development processes, City-owned properties, and current and future investment opportunities.

In addition to marketing the City's overall economic development opportunities, staff brought materials highlighting select City-owned properties and opportunity sites. These materials supported discussions regarding potential investment, redevelopment, and activation of underutilized properties within the City. Marketing these properties is consistent with the City's broader effort to evaluate public land assets and identify opportunities that may support economic development, generate revenue, encourage private investment, and advance long-term fiscal sustainability.

Conference discussions also focused on downtown revitalization and strategies for creating activated, walkable downtown environments. A session titled "Ground Floor Solutions: Strategies for Filling Empty Downtown Storefronts" highlighted several practical tools, including downtown beautification and maintenance programs, power washing programs, Business Improvement Districts (BIDs), small business support programs, arts and culture districts, flexible zoning, downtown retail activation plans, office-to-residential conversions, and other approaches to reduce barriers to business attraction.

A recurring theme was the importance of cities actively telling their downtown story, investing in downtowns, and creating environments that encourage entrepreneurship and private investment. Staff also toured Downtown Container Park, which provided ideas for future activation and placemaking opportunities, including potential concepts for 150 E. Ramsey Street, container-based business incubators, public-private partnerships, food and retail activations, micro-business spaces, and models similar to SteelCraft Garden Grove. These concepts may help support small businesses and activate underutilized spaces in Downtown Banning.

The City's participation was also supported by Riverside County's broader marketing efforts, including promotion through social media platforms, LinkedIn, and the Riverside County Office of Economic Development website. The County's regional presence helped increase visibility for the City of Banning and other partner cities within the shared economic development booth.

Interest in the City of Banning appears to have increased over the past several months. This is likely due, in part, to the public announcement that Sam's Club is coming to Banning as part of the Sunset Crossroads project by NorthPoint Development, as well as continued interest from Regency Centers in the 23-acre Atwell retail site.

For competitive industry reasons, the City must keep the names of specific developers, brokers, and retail tenants confidential at this time. However, the prospective users who met with City representatives represent highly desirable opportunities that could bring significant economic benefits to Banning, including new sales tax and property tax revenue, job creation, and expanded services for residents.

JUSTIFICATION:

The City's participation in ICSC Las Vegas directly supports the City of Banning's economic development goals and aligns with the City's Strategic Plan, "**Banning 2030: Designing Our Future Today**," as well as the City's financial and operational "workout plan," which is focused on moving the City from past fiscal deficits toward long-term financial sustainability.

Retail recruitment, business attraction, and private investment are key components of strengthening the City's General Fund. New commercial development can generate sales tax, property tax, utility revenue, employment opportunities, and expanded services for the community. Participation in ICSC allows the City to proactively market Banning to local, regional, and national retailers, developers, brokers, and site

selectors who may not yet be familiar with Banning's growth, available land, infrastructure capacity, municipal utilities, and strategic location along the I-10 corridor.

Participation in ICSC supported several goals from the City's 2030 Plan, including business attraction, expansion of the local tax base, activation of underutilized land, strengthened regional partnerships, and proactive development readiness. The conference also supported the City's goal of becoming more business-ready and competitive by allowing staff to discuss development processes, infrastructure needs, utilities, available sites, City-owned properties, and future opportunities directly with interested developers, brokers, and retailers.

The shared booth partnership with Riverside County provided the City with a professional presence at the conference while conserving financial and staffing resources. It also allowed City representatives to benefit from regional visibility, coordinated marketing, and spontaneous interactions with Riverside County representatives, partner cities, regional agencies, and private-sector representatives.

Staff will continue economic development recruitment efforts throughout the year and follow up with interested developers, brokers, and retailers from the conference. Staff also offers site visits, development meetings, and tours of Banning to better showcase the City's housing growth, commercial corridors, City-owned properties, opportunity sites, municipal utilities, infrastructure, and development potential. This effort supports the City's broader goal of being proactive, business-ready, and competitive in attracting quality development that contributes to long-term fiscal recovery, economic sustainability, and improved quality of life for Banning residents.

FISCAL IMPACT:

The cost for the City of Banning's partnership with Riverside County for shared booth and meeting space at the 2026 ICSC Las Vegas Conference was **\$4,300**. This expense was paid from the budget account: 001-1210-412-41-46.

Additional travel-related expenses, including conference registration, lodging, mileage, meals, and other authorized costs, were processed in accordance with City policies and approved budget procedures, as applicable. The approximate total cost for these travel-related expenses is currently estimated at **\$11,183.20**; however, staff is still reconciling final travel expenses from budget account: 001-1000-4.11-23-05.

ATTACHMENTS:

1. [LASVEGAS2026_Exhibitor_List_06-02-2026 \(1\).pdf](#)
2. [SouthHall_ICSC2026_Map.png](#)
3. [ICSC_CentralHall_2026.png](#)
4. [2026 ICSC Partnership Flyer.png](#)
5. [Banning_02-12-26 - Big Box.pdf](#)