

A NEW SEMINAR FROM ICSC!



INTERNATIONAL COUNCIL OF SHOPPING CENTERS



ICSC Retail Real Estate for Economic Development Officials Seminar

**October 2 - 3, 2008
Marriott Chicago Midway
Chicago, IL**

ICSC Retail Real Estate for Economic Development Officials Seminar

As a public official, or as a developer who works with economic development officials to develop retail properties, you know how critical the retail sector is to a community's economic development. New or re-developed retail projects increase a municipal tax base, improve the quality of life for its residents and spark further developments, among other benefits. You want to make the next deal with developers or retailers, or they want to make the deal with you, but do you know all you need to know about the retail real estate development process?

ICSC, the association of the retail real estate industry, offers for the first time a comprehensive one-and-a-half day seminar, *Retail Real Estate for Economic Development Officials*. This course will demystify the retail real estate development process: what retailers and developers want or need from you, and what you need to know to get the project to proceed smoothly and expediently. The faculty for this seminar consists of both economic development officials and developers, who will share their insights. At this interactive seminar, you will have a chance to participate in class discussions and offer your input in two case studies that test your thinking.

Who Should Attend

Elected officials, village, city, county, parish and township managers, community and economic development directors, planning directors, leasing agents and brokers who represent community interests, members of public or quasi-public commissions, retailers who are building or redeveloping a project in a community, directors of development in the private sector, community relations professionals, and anyone who has interest in or a stake in developing their town, city or community.

The course is applicable to representatives of any size or type of retail development (mall, neighborhood or community center, lifestyle or mixed-use project), whether experienced in retail real estate development or not, whether they are managed publicly or privately. You will walk away from this course with a greater understanding and appreciation of all stakeholder perspectives in retail economic development.

About the International Council of Shopping Centers (ICSC)

Shopping centers are America's marketplaces, representing economic growth, environmental responsibility, and community strength. Founded in 1957, ICSC is the global trade association of the shopping center industry. Its 75,000 plus members in 100 countries represent owners, developers, retailers, lenders, and other professionals as well as academics and public officials. Its 67,000 plus U.S. members represent almost all of the 90,786 shopping centers in the U. S. In 2006, shopping center-related sales totaled \$2.25 trillion in retail sales, or 75% of all U.S. non-automotive retailing, and State sales tax revenues from shopping center-inclined sales generated \$124 billion. Each month, 194.1 million adults shop at shopping centers—86% of the adult U.S. population. In addition, shopping center-related employment generated approximately 12.8 million jobs, 9.4% of non-agricultural jobs in the U.S. ICSC assists in the development of its members' businesses through professional education, conferences and conventions, publications, research and legislative action. For more information, please consult our web site at www.icsc.org

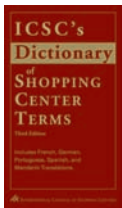
How You Will Benefit

- Understand key real estate terms that give you greater ability to deal with developers and retailers in their language
- Learn how to better navigate the community you represent through the deal making process
- Become more familiar with the roles and responsibilities of the other players in the development process: the community, the retailers and the developers
- Learn new ways to make contact with the industry decision-makers who will help you make your next deal
- Walk away with all you need to know about retail site selection—i.e. those kinds of projects and the community's interest in various retail sectors
- Learn to better assess your market potential and how to bring key retailers and key developers to your community
- Improve your position as a negotiator to accelerate the retail real estate deal
- Find new ways to partner between the private sector and the public sector
- Participate in two real-life case studies and see how you would respond to the situation
- Learn from experienced faculty who have been on the front lines and also give you first-hand knowledge of what it takes to make successful economic development deals

What is Included

A comprehensive binder including all course outlines and PowerPoints along with selected handouts to help reinforce concepts that you can learn and use in your day-to-day responsibilities.

Bonus Textbooks



ICSC's Dictionary of Shopping Center Terms

An excellent reference to the language of the shopping center industry.



Retail 1-2-3

Retail 1-2-3 is a guide for local government officials and community leaders to developing the economy of their communities by attracting retailers. Learn the 4 Rs of retail development—recruitment, retention, revitalization and replacement—and how these elements can work together to bring successful economic development to your community. Important information on many aspects of retail development is provided, including tips for writing a retail-focused economic development plan, deciding what type of retail is right for your community, recruiting retailers, securing funding and much more.

Seminar Schedule

Thursday, October 2, 2008

Registration

12:00 NOON – 1:30 PM

The Universe of Retail

1:30 – 3:00 PM

An overview of the typologies of retail development, relationships in the retail world, and the differences between suburban and urban retail attraction and development models.

- Review of basic definitions (Gross Leasable Area, letter of intent, percentage rent, CAP rate, co-tenancy, etc.)
- Who's who, what's what, and what drives each factor
 - The owner
 - The pros and cons of investing in each retail typology
 - The opportunities and impediments to suburban vs. downtown/inner-city retail development
- Review retail development trends of the past and how they affect the current retail environment
- Overview, analyze and understand the nature and importance of relationships and inter-workings of the retailer/developer/broker financial/public sector communities
- Understand the basics of the development pro forma

Instructor:
James Kaplan, scsm
Managing Principal
James Kaplan Companies, LLC
Glenview, IL

Break

3:00 – 3:15 PM

Understanding the Retail Site Selection Process

3:15 – 4:45 PM

- Dealing with site selection issues: meeting retailer requirements; location to market; assemblage; and costs
- The retailer's view of site selection: tenant mix, center format, anchors

vs. in-line stores; national chains vs. independents

- The role of the public sector
- Development/redevelopment potential political realities
- Managing community expectations
- Land cost and tax expectations

Instructor:

Timothy M. Angell, AICP
Deputy Director—Community and Economic Development
City of Des Plaines
Des Plaines, IL

Welcome Reception

4:45 – 6:00 PM

Friday, October 3, 2008

Continental Breakfast

7:15 – 8:00 AM

Three Perspectives of Retail Attraction: Retailer, Developer, Community

8:00 – 9:00 AM

This session will present the points of view from three key players as you develop an economic development plan with an emphasis on retail.

- The retailer's perspective: market coverage; advantages/disadvantages to operating in close proximity to competitors; preventing damage to company reputation; managing expectations
- Incentives to do the deal
- The developer's perspective:
 - Impact of public sector decisions
 - The entitlement
- The joint relationship between the retailer and the developer
- Coordinating public relations efforts
- Providing a wide range of opportunities for community input
- Reducing risks and increasing rewards
- Negotiating a fair deal and providing checks for your community; developing relationships with retailers; managing the public; incentives

Instructor:
James E. Matanky
 President
 Matanky Realty Group
 Chicago, IL

Assessing Market Potential

9:00 – 10:30 AM

This session will provide an introductory approach to market assessment you can use to determine what retail will actually work for your Central Business District or site, and convince retailers, developers, and their community of retail potential.

- Develop and gain consensus on the vision of retail development
- Understand the critical components of market assessment, including demographics, psychographics, competition, consumer demand data
- How to fully estimate possible growth of your trade area
- How to develop a realistic retail strategy
- How to use your assessment to sell realistic retail development to your key constituencies: the community; the retailer; the developer

Instructor:
Carol Gies
 President
 4 Insights, Inc.
 Lisle, IL

Navigating the Deal

10:45 AM – 12:15 PM

What the public sector can do:

- Comprehensive plan and zoning parameters; overlay districts; building code parameters and construction permit process
- Planning commission/design review process
- Identify environmental standards
- Timelines for the design, code and permitting process

Public incentives packages:

- Financial incentives, guidelines and policies
- Incentives at local, county, regional, state or quasi-governmental levels
- Review of planned capital and physical improvements
- Identifying public policy requirements
- The approval process and project timing of incentives and infrastructure projects
- Identifying and engaging constituencies that will be impacted or involved by the project

The developer/retailer:

- Identify/educate the key economic development players
- Identify a project champion
- Understanding the review and approval timeline
- Generate equity in the community
 - Reaching out to multiple constituencies

The joint relationship between the retailer and the developer:

- Coordinating public relations efforts
- Providing a wide range of opportunities for community input
- Reducing rewards and risks
- Negotiating a fair deal and providing checks and balances
- Generating opportunities to maximize non-project community benefits

Instructor:
Joseph A. Marinucci
 President and Chief Executive Officer
 Downtown Cleveland Alliance
 Cleveland, OH

Lunch

12:15 – 1:15 PM

Case Studies: Deal or No Deal?

1:15 – 3:15 PM

We will look at two real-life case studies that analyze the thinking behind the projects, and what decisions were made that determined success or failure. Teams in the class will analyze the trade area; market share; sales performance; productivity; leasing and merchandising strategies and tactics, among other areas.

Instructors:
Elizabeth I. Holland
 ICSC Trustee
 Chief Executive Officer
 Abbell Credit Corporation
 Chicago, IL

Lawrence E. Kilduff
 President
 The Kilduff Company, LLC
 Mequon, WI

Break

3:15 – 3:30 PM

Doing Business in the Business

3:30 – 4:30 PM

- It's who you know – developing and maintaining relationships
- Who you need to meet
- Using conferences and conventions as a platform for year-round retail attraction efforts
- Following up on your leads
- Why a “no” answer is only good for 90 days

Instructor:
James Kaplan, scsm
 Managing Principal
 James Kaplan Companies, LLC
 Glenview, IL

Program Concludes

4:30 PM

General Information

ICSC RETAIL REAL ESTATE FOR ECONOMIC DEVELOPMENT OFFICIALS SEMINAR

How To Register

There are three ways to register:

On-line: www.icsc.org
(Credit card registrations only)
Fax: +1 732 694 1800
(Credit card registrations only)
Mail: ICSC
P.O. Box 26958
New York, NY 10087-6958

A separate registration form is required for each enrolled person. If additional forms are needed, please photocopy the registration form.

ICSC Member Fee

To qualify for the member rate, you must be an ICSC member. Non-member employees of member companies do not qualify. Call the ICSC Membership Department at +1 646 728 3800 if you are uncertain about your membership status.

Non-Member Fee

Non-members who join ICSC by the time they register may take advantage of the applicable member rate.

NOTE: The tuition fee is for the full one-and-one-half-day program. No single day or half-day admittance to this program is offered.

Confirmation

ICSC will send you a confirmation notice upon receipt of your Registration Form and payment. Before the program, an additional package will be sent to you that will include schedules, locations and other items of interest.

Cancellations

Cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **September 15, 2008**.

All requests for refunds must be received in writing by the ICSC Registration Department.

For More Information

For more information about the *Retail Real Estate for Economic Development Officials Seminar* program, please contact Madison Gross, Senior Manager, Education, ICSC, at +1 646 728 3461, or e-mail mgross@icsc.org

Class Hours

First day:
Registration 12:00 NOON - 1:30 PM.
Class is in session from 1:30 - 4:45 PM.
Second day:
Class is in session from 8:00 AM - 4:30 PM.

Meals

Continental breakfast will be served on the second morning from 7:15 - 8:00 AM. A networking lunch will be held on the second day from 12:15 - 1:15 PM, with a mid-afternoon break on the first day and mid-morning and mid-afternoon breaks on the second day.

Hotel Reservations

A block of rooms has been reserved at:

Marriott Chicago Midway
6520 South Cicero Road
Chicago, IL 60638

Located 1/2 miles from Midway Airport with complimentary shuttle service upon request/availability 24 hours a day.

Rate: \$159 Single Occupancy*
\$159 Double Occupancy*

* Complimentary parking for overnight guests.

Visit www.icsc.org/2008REED. There you will find our live booking engine for hotel reservations. You will receive an immediate confirmation to your e-mail address. You may also secure reservations by using the Hotel Reservation Form. Return the Hotel Reservation Form directly to DePrez Travel at the address indicated or via fax at +1 585 442 8934 by September 15, 2008. After this date, all rooms will be reserved on a space-available basis. Rooms will be assigned in the order reservations are received. Please Note: ICSC is not responsible for reserving or canceling hotel accommodations. All changes or cancellations must be made in writing and faxed to DePrez Travel at +1 585 442 8934 by September 15, 2008.

Airfare & Car Savings

ICSC and its appointed agent, DePrez Travel, have negotiated special discounted airfares and car savings for meeting attendees. Please call the ICSC travel desk at +1 585 442 8900 between the hours of 8:30 AM and 5:30 PM EST, Monday-Friday or book online from the ICSC web site.

Tuition Fees

Advance Registration:
\$345 Member
\$445 Non-Member
Fee after October 1, 2008:
\$370 Member
\$470 Non-Member

Special Needs



Any disabled individual desiring auxiliary aid should notify ICSC at least five weeks prior to the meeting.

Continuing Education Credits



SCSM/SCMD/SCLS:
.50 credits

Also from ICSC

The long-running ICSC University of Shopping Centers offers advanced education for retail real estate professionals.

Among the twelve schools of study is the School of Economic Development. Six three-hour courses are offered in that school. For further information about the 2009 University of Shopping Centers, to be held March 9-11, 2009 at the University of Pennsylvania in Philadelphia, please go to www.icsc.org/2009uv

There are three other 1 1/2 day specialty seminars offered by ICSC's Education Department this Fall. Leasing for Non-Leasing Professionals, Law for Non-Lawyers and Finance for Non-Financial Professionals will be offered during the week of October 26 in North Miami Beach, FL. Check the ICSC web site, www.icsc.org, under Education and Careers for more details.

Registration Form

ICSC Retail Real Estate for Economic Development Officials Seminar

DETACH AND SEND TO ICSC

Please Register Me For:

	Member	Non-Member	# of Attendees	Total
<input type="checkbox"/> Advance Fee	\$345	\$445	_____	_____
<input type="checkbox"/> Fee after October 1, 2008	\$370	\$470	_____	_____

Name _____

Company _____ Title _____

Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____
 () ()

Telephone _____ Fax _____

E-mail _____ Your membership I.D.# (Not the company number) _____

Please check here if any of the above information has changed since your last correspondence.

Method of Payment (please indicate one):

Check or money order made payable to ICSC for \$_____ (payable in U.S. funds)

MasterCard VISA American Express Discover

Name (as it appears on credit card) _____ Signature _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____

Return to:

2008REED



P.O. Box 26958
 New York, NY 10087-6958

+1 646 728 3800 - Phone
 +1 732 694 1800 - Fax
www.icsc.org - Online

Hotel Reservation Form

DETACH AND SEND TO DEPREZ TRAVEL

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October 2 - 3, 2008, Chicago, IL

If you require hotel accommodations, please complete this form and return to:

DEPREZ TRAVEL BUREAU, INC.
145 Rue deVille, Rochester, NY 14618
Toll free: +1 888 427 2885 ext. 412 ■ Fax: +1 585 442 8934

All requests must be received by September 15, 2008. After this date, rooms will be reserved on a space-available basis. Reservations will only be accepted on the form below and must be in writing. Please use one form for each individual seeking hotel accommodations. Photocopy form as needed. DePrez Travel will mail you a confirmation with the information specific to the hotel. To guarantee your reservation, a check in the amount of \$165, payable to **DePrez Travel/ICSC Retail Real Estate for Economic Development Officials Seminar** or a credit card number

will be needed. Credit card must be valid through one month after the event. Do not send currency. Your check must be received by the **September 15, 2008** deadline.

Changes: Any changes in arrival and departure dates, accommodation type or guarantee, must be made directly to DePrez Travel Bureau, Inc. in writing, by **September 15, 2008**.

Note: Cancellation of your registration with ICSC will *not* cancel your hotel room.

Rates* for the Marriott Chicago Midway

Single Occupancy: \$159 Double Occupancy: \$159

* Rates listed do not include the applicable sales and local city taxes.

* Rates listed include complimentary overnight parking.

Attendee Name _____ Company _____

Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

If double room, please list second name _____

Telephone _____ Fax _____

Email _____

Arrival Date _____ Departure Date _____

Special Requests _____

Check Enclosed MasterCard Visa AMEX Carte Blanche Discover

Name (as it appears on credit card) _____ Signature _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____

This form was completed by _____

Telephone _____ Fax Number _____



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1221 Avenue of the Americas, 41st Floor

New York, NY 10020-1099