



TRC WEBINAR | 4.11.2023

# Preparing for ICSC Vegas - 2023



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Project Director



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Retail Recruitment Coordinator

- **22+ Years** of Experience
- **650+ Client Communities**  
in 40 States
- **6 Million + SF of New Retail Recruited**  
In the last Five Years

# Topics

- **Details, Schedule, and Lay of the Land**
- **Goals & Objectives**
- **Preparation**
- **Marketing Materials**
- **Available Sites**
- **Strategy**
- **Targeting**
- **Post-ICSC Follow Up**

# Registration Fees (After April 1st)

## Registration Fees\*

**Register at the Standard Rate** (ends at 11:59 pm EST on May 20, 2023)

Member • **\$975**

[Non-Member](#) • **\$1,800**

Retailer Member • **\$0**

[Student Member](#) • **\$50**

**On-site Rate** (starts at 12:00 am EST on May 21, 2023)

Member • **\$1,325**

[Non-Member](#) • **\$1,800**

Retailer Member • **N/A\*\***

[Student Member](#) • **N/A\*\***

**Important Question:**

**“Is it worth it for our  
community to attend?”**

# Event Schedule & Lay of the Land

## Schedule (Key Dates)

### Sun (5/21)

Registration  
8 am to 8 pm

Opening  
Reception

### Mon (5/22)

Deal Making  
8 am to 5 pm

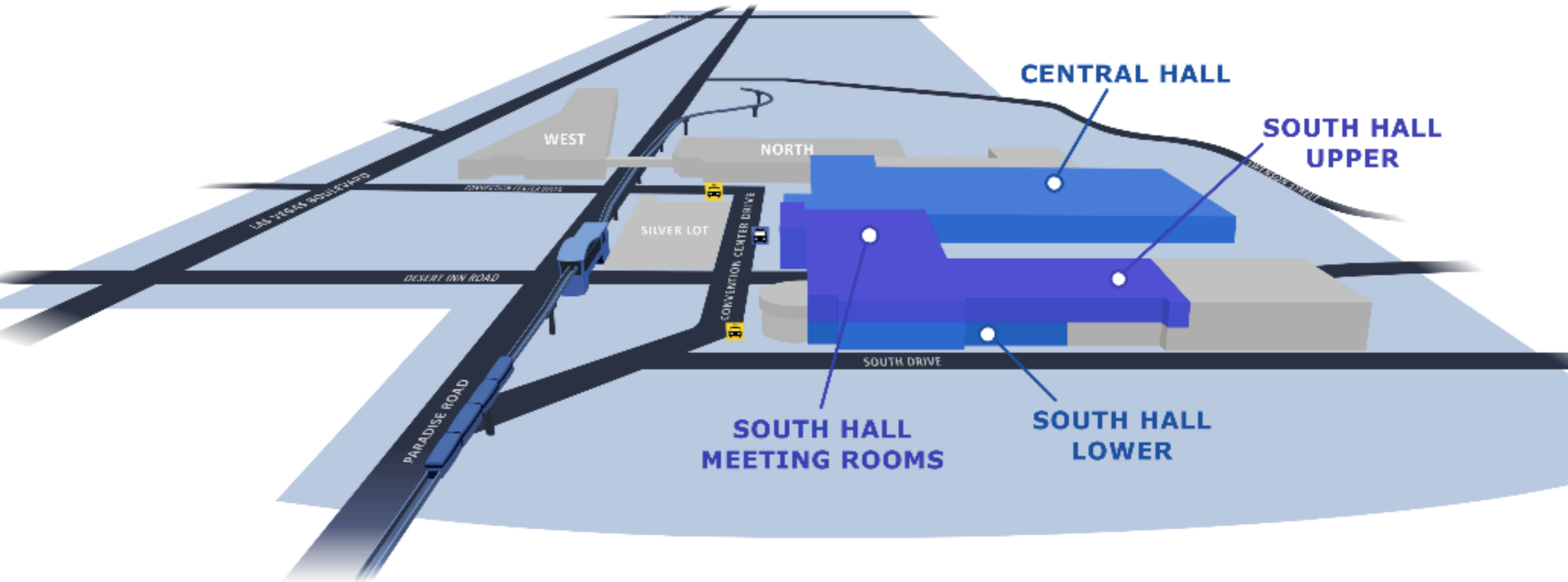
Sessions  
10 am - 4:30 pm

### Tue (5/23)

Deal Making  
9 am to 3 pm

Sessions  
10 am - 11:45 am

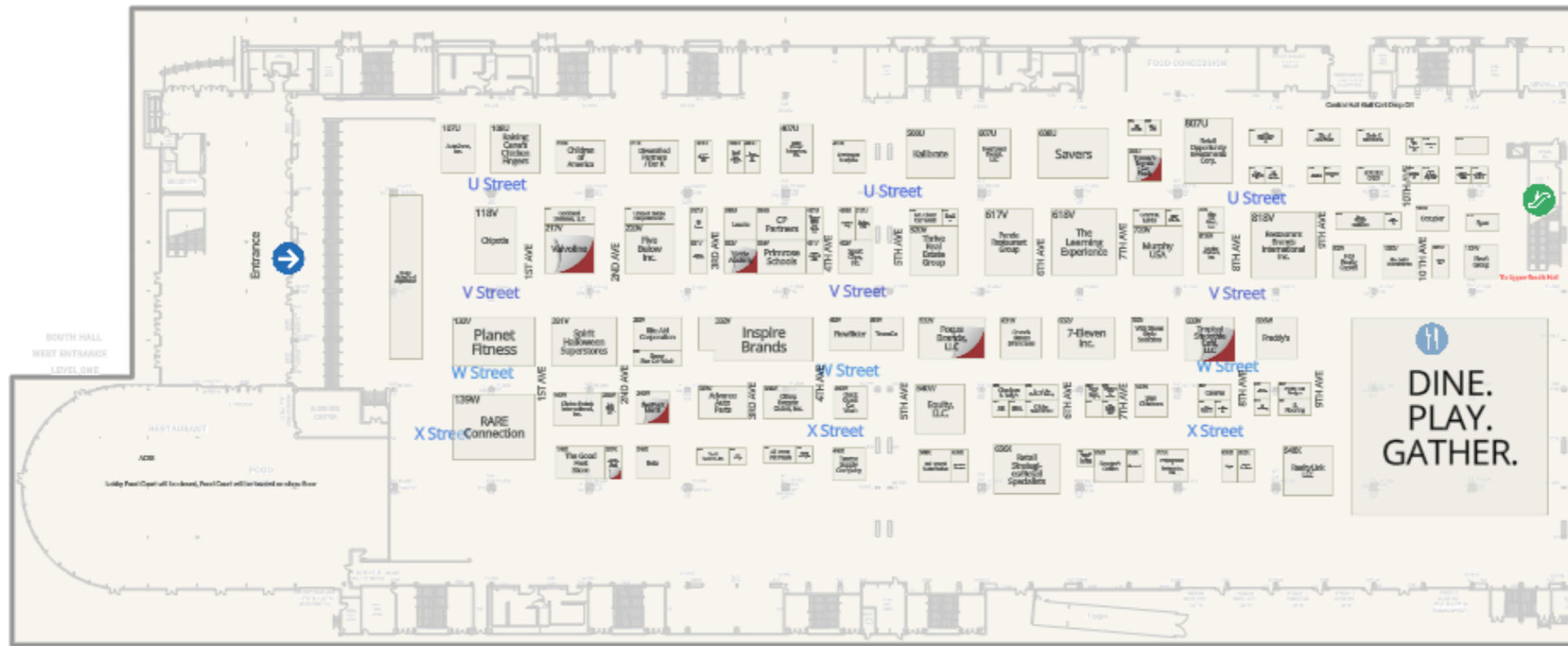
# Event Map (Key Places)





# Event Map (South Hall)

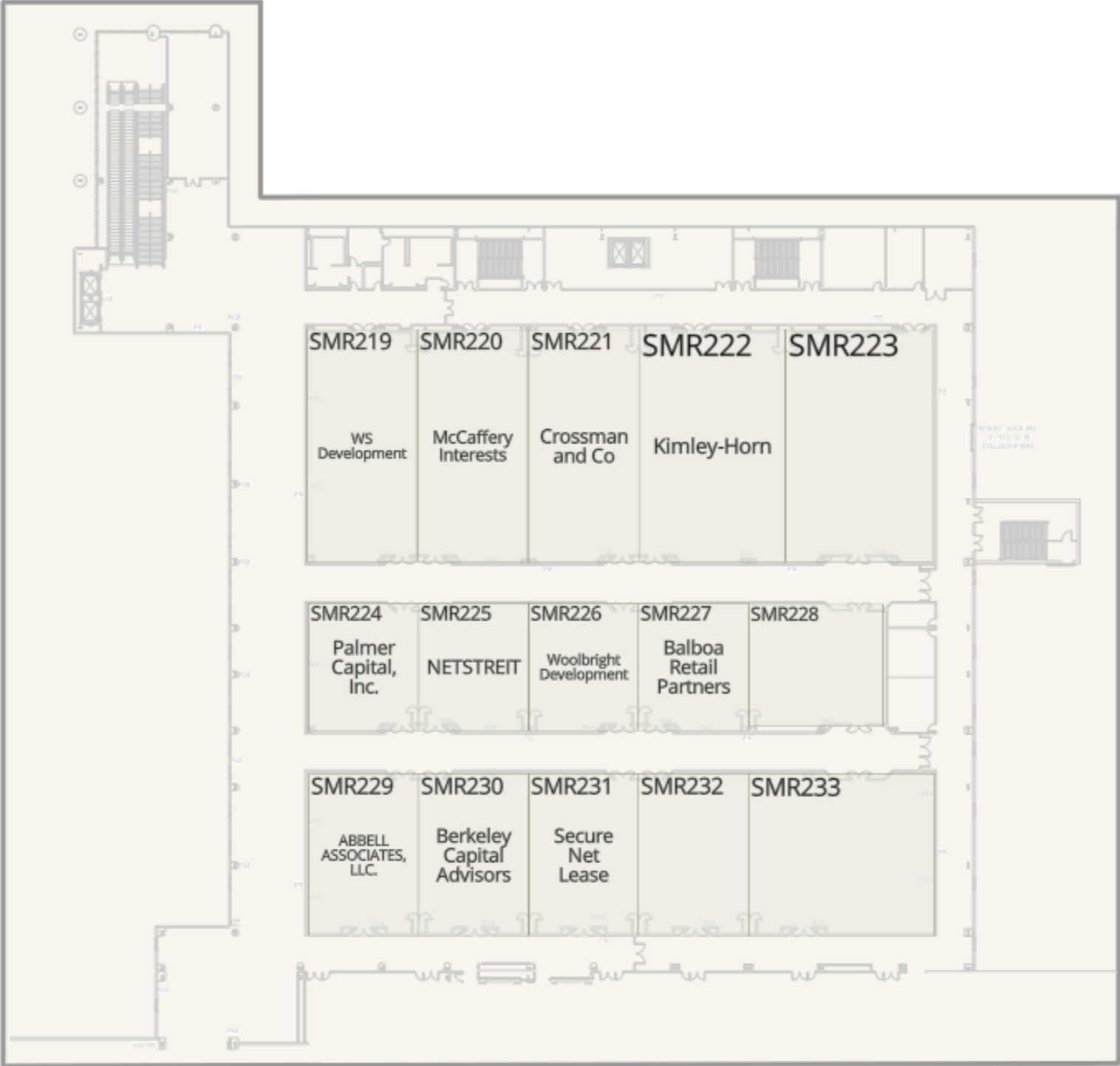
## South Hall - Level 1



## South Hall - Level 2



# Event Map (Meeting Rooms)



# Event Map (Central Hall)



# Steps to Take to Make Sure ICSC Vegas is a Success

## **Goals & Objectives (ICSC Vegas 2023)**

# **Set Realistic Goals & Manage Expectations**

### **Prioritize Prospects & Schedule**

- Condensed schedule, so prioritize key prospects and schedule as many meetings on Monday as possible

### **Attend As Many Social Functions & Sessions As Possible**

- Attend educational seminars and workshops to gain insights on industry trends, new retailers, new concepts, creative public/private partnerships

# Preparation (ICSC Vegas 2023)

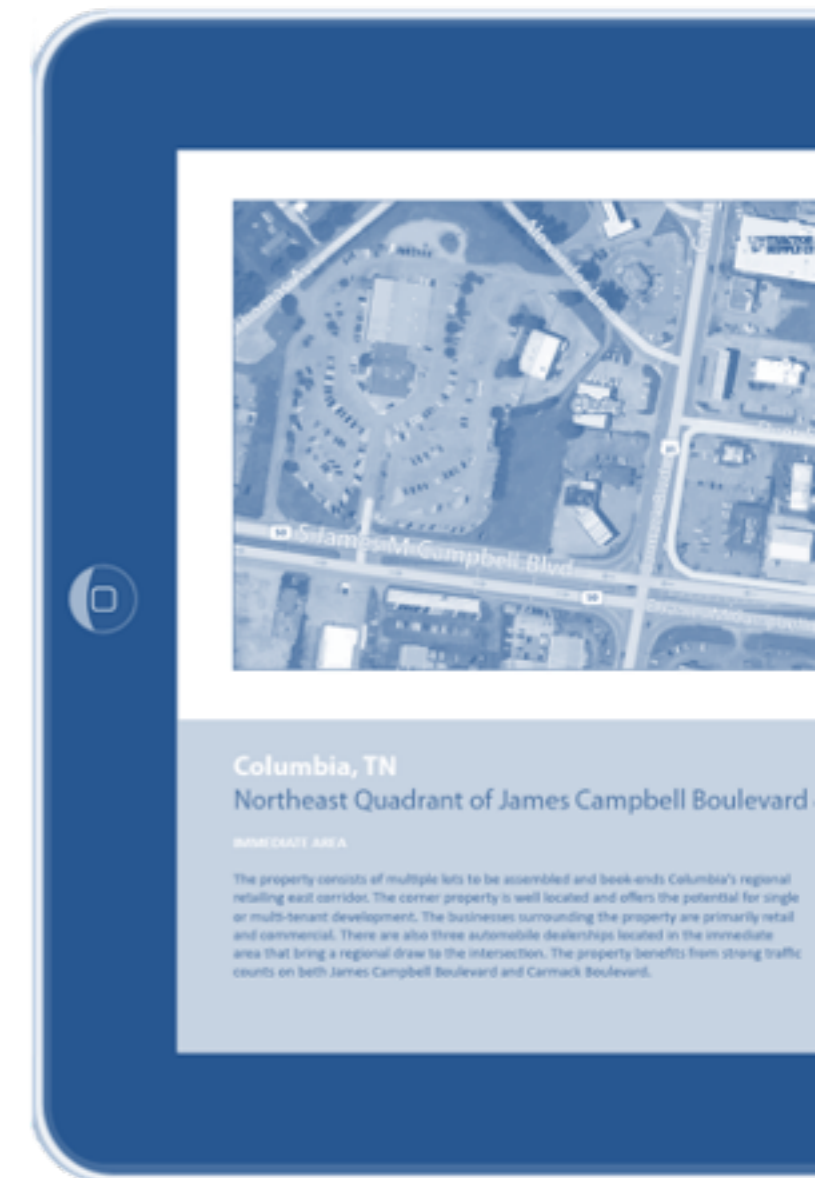
## Know Your Market

- Community Demographic Profile
- Retail Trade Area Demographic Profile (**Cell Phone Analysis**)
- Primary Retailers
- Awareness of Primary Vacancies
- Awareness of Planned Developments
- Retail Categories that could be Supported by Community
- Strengths and Weaknesses over Competing Communities
- Be able to sell your community in 3 minutes or less; you must convince them there is an opportunity.

# Marketing Materials (ICSC Vegas 2023)

## iPad or Personal Binder with Market Info

- Location Map
- Current Community Demographic Profile **(2023 Data)**
- Retail Trade Area Map
- Current RTA Demographic Profile **(2023 Data)**
- Current Retail Trade Area Psychographic Profile **(2023 Data)**
- Retail Categories that could be Supported by Community
- Primary Vacancies, Land, Pad Sites, and Property Specifics
- Map of Primary Retailers
- Aerial Photograph



# Marketing Materials (ICSC Vegas 2023)

## One Page Community Marketing Flyer

- Community Overview
- Location Map
- Retail Trade Area Map
- Current Retail Trade Area Demographic Profile (**2023 Data**)
- Current Demographic Profile (**2023 Data**)
- Primary Traffic Counts
- Appropriate Contact Information



## **Available Sites (ICSC Vegas 2023)**

# **Know What Sites Are Available in Your Community**

- Database or binder of available sites
- Contact info for broker/owner
- Providing sites to retail prospects speeds up the development and decision-making process

## Strategy (ICSC Vegas 2023)

# Know Your Approach

- Target and meet retailers that **fit** your community
- Sell your community FIRST, then sell the site

## **Strategy (ICSC Vegas 2023)**

# **Invite Retailers to Your Community**

- Meet with retail brokers active in your area
  - they are often the 'gatekeepers' for retailers
- Target and meet with retail developers active in your region or state

# Targeting (ICSC Vegas 2023)

- Target retailers that will fill an identified category gap as well as vacant space, land, and pad sites in your community
- Research and qualify targets by making certain their site selection criteria is a match for your community
  - know where their closest units are located by distance and drive time

# Targeting (ICSC Vegas 2023)

- Target retailers that will fill an identified category gap as well as vacant space, land, and pad sites in your community
- **Search attendee and exhibitor lists for contact information on the ICSC website**
- Create an 'elevator pitch' that will get the immediate attention and interest of targeted retailers/developers
- Create a hit list of retailers and brokers who may represent certain retailers (e.g. CBRE, JLL, Buyer's Realty,
- Research and qualify targets by making certain their site selection criteria is a match for your community
  - know where their closest units are located by distance and drive time

**THE MOST PRODUCTIVE TIME FOR RETAILER AND DEVELOPER  
DROP-INS IS TUESDAY - 9 AM TO 3 PM**

## Post-Recon (ICSC Vegas 2023)

- If you met with a retailer (planned or drop-in) follow up with them quickly!
- *If applicable, have site-specific information waiting for them when they return to their office. Be prepared to send multiple times.*
- **Name recognition is important;** keep your name and the community name in front of the retailer as much as possible...without being annoying.

**FOLLOW UP IS CRITICAL!!!**

**Questions?**



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