



Broomfield City Council Training and Travel Report

Elected Official Name: Greg Stokes Councilmember Ward 4, Mayor Pro Tem

Date of Travel or Training: May 17-20, 2015

Description of Travel or Training: RECon Global Retail Real Estate Convention.

Total Amount Expended: Conference Registration and ICSC Membership: \$570.00,
Airfare: \$382.01, Hotel: \$266.44, Per Diem spent: \$25 DIA Parking \$39

Total: \$1,282.45

I received \$150 prior to the trip for per diem. I will subtract the \$25 spent and the \$39 DIA parking. Check to Broomfield for \$86

(include airfare, hotel, registration, and all other reimbursements)

How this Travel or Training Benefits the Citizens of Broomfield:

The International Council of Shopping Centers (ICSC) annually holds the RECon conference in Las Vegas. RECon is short for Real Estate Convention. The conference attendance was over 35,000 people this year. If the conference is any indication of the economy, there were 3,000 more registered attendees than last year. Many of our neighboring communities were also in participation in various ways. We specifically saw representatives from Brighton, Erie, Commerce City and Westminster. Erie had a display booth in the Convention Hall.

Because of the confidential and competitive nature of the meetings, I will not list all contacts and information, but if you are on council, please contact me or the City Manager if you would like specifics on individual meetings.

While RECon offers personal development training and seminars for Real Estate professionals, the City and County of Broomfield's participation is simply about personal meetings that are facilitated by this conference. In the period of 48 hours over three days, we made contact with representatives from our existing developments (malls and shopping centers), past developers for some of our neighborhoods and made presentations to attract retailers to our community.

Sunday May 17th

Our first event was a kickoff function for Colorado based attendees hosted by Crosbie Real Estate Group. Crosbie was involved in the development of one of Broomfield's Walmart locations. We had dinner with former City Manager George DiCiero and then attended another event hosted by Brownstein Hyatt Farber Schreck, who has been involved in legal representation for many major real estate deals, as well as involvement in lobbying efforts that are beneficial to Broomfield. At these events we met representative from other Colorado municipalities and discussed the economy, etc. We met John Lee, developer of Red Leaf and Broadlands and were able to discuss the Noble Energy Well site in Broadlands. We also met the Real Estate Agent for the old Kmart on 120th to gain insight on the ownership plans.

Finally we met and later made an additional meeting with one of the former developers of our Event Center. John Frew, who expressed interest in some other development in Broomfield.

Monday May 18th

Meeting with Scott Nelson of Macerich. Macerich operates our current Flatiron Crossing Retail center and our first meeting Monday was an update on the property, and discussions about future opportunities with the company within that location and on other sites in Broomfield.

Meeting with James Grindstaff of Triple 555, a large mall planner, on potential development sites in Broomfield, both on a large scale and a smaller scale.

Meeting with Scott Crosbie of the Crosbie Group. He indicated interest in Broomfield retail and plans to participate in an RFP when we launch that this summer.

Meeting with Colorado Brokers with representatives of a retailer that may be interested in a redevelopment opportunity on our 120th corridor.

Meeting with Jacob Hawkins also promoted an idea for a retail center in Broomfield.

Meeting with Tom Castle of Sullivan Hayes about potential retail locations in Broomfield.

Dinner Meeting with various representative of the group planning the major redevelopment concept at Flatirons Marketplace. This will fill the voids of the Great Indoors and many of the other underutilized retail spaces. These projects are receiving significant attention from the City Manager's office and our Finance department. Contact me for details.

Tuesday May 19th

Breakfast meeting with Bill Hecht of Westfield. Westfield does mall development and is only working on a small number of major projects in the world. This conversation was insightful for me to see how they view Broomfield in the marketplace, how they study populations and densities (including transportation) and what it might take in the next 10-20 years to attract a mall the size of Flatirons to our city.

A breakfast meeting with no breakfast with Jon Hauser, who has done development for the pad sites in front of Walmart on 120th. He has some additional ideas to participate in an RFP that Broomfield will be sending this summer.

Meeting with Alan Ginsborg of NewMark Merrill. They own the Broomfield Plaza Shopping center (not including the old K-Mart) and are currently redeveloping the Longmont Mall. In addition to discussing these projects we talked about strategies for moving forward in the area in general.

This conference is critical for Broomfield as the ability to make contact with this many folks at the same time is rare. The City Manager has attended for decades and it became clear to me that many of the projects we enjoy today are the result of years of relationship building in this fast paced environment.

I believe showing the potential developers that the Mayor and Council are interested, engaged and understand the realities of the competition and scope of these issue is critical for the process of working these deals. I believe it was worth the cost to Broomfield for me to attend.

Greg Stokes