
AGENDA REPORTMeeting Date: May 28, 2025Item Number: DS2Prepared By: Jason Greiner**Subject**

Discussion regarding ICSC.

Recommendation

No action is requested by staff for this item.

Discussion

From May 18–20, 2025, representatives from the WEDC attended the International Council of Shopping Centers (ICSC) Las Vegas Conference at the Las Vegas Convention Center. Recognized as the premier global event for the marketplaces industry, ICSC Las Vegas 2025 attracted approximately 25,000 industry professionals, including developers, retailers, brokers, and public-sector stakeholders.

The conference provided an invaluable platform for WEDC to engage with potential investors, retailers, and developers, facilitating discussions aimed at attracting new businesses and fostering economic growth within Wylie. Keynote presentations by industry leaders, including Kendra Scott and Greg Norman, offered insights into retail innovation, entrepreneurship, and the evolving landscape of commercial real estate.

Participation in this event aligns with WEDC's strategic objectives to expand and diversify Wylie's tax base, enhance employment opportunities, and improve the area's quality of life. The connections and knowledge gained from ICSC Las Vegas 2025 will inform ongoing and future economic development initiatives.

For more information, please follow the link: [ICSC Las Vegas 2025](#)

Staff will lead a discussion about the ICSC event and provide project updates in Executive Session.