



ECONOMIC VITALITY COMMITTEE REPORT

April 18, 2024
Economic Development

TITLE: VISIT TRI-VALLEY'S DESTINATION STRATEGIC PLAN

BACKGROUND

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) which the Economic Vitality Committee uses as the foundation for its work. The plan comprises of 5 Implementation Plan Priorities:

- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program

There are specific actions items under Priority 1.0 Economic Development Capacity Building and 3.0 Local Revenue Growth that are related to the partnership with Visit Tri-Valley:

1.4 Formalize Community & Business Partnerships

3.4 Tourism & Hospitality Program

Since 2006, Visit Tri-Valley (VTV) has been the region's destination marketing organization and manages the Tri-Valley Tourism Marketing District (TVTMD) for the cities of Pleasanton, Livermore, Dublin, and the Town of Danville. The TVTMD is a benefit assessment district designed to generate funding that is used to support VTV's tourism promotion and marketing activities, and destination development programs for assessed businesses. The TVTMD was renewed in 2022 for ten years with an annual assessment rate of \$3.25 per occupied room night. The TVTMD also includes the unincorporated areas of Alameda and Contra Costa Counties, which includes the communities of Alamo, Blackhawk and Sunol, to allow VTV to promote lodging and tourism amenities.

The City is the lead agency for the administration and collection of the assessment district funds and has an agreement with VTV to manage the TVTMD. The City's Tourism & Hospitality Program will leverage the efforts of VTV to promote Pleasanton as a tourism destination.

DISCUSSION

In early 2023, Visit Tri-Valley began the process to develop a 5-year Destination Strategic Plan to develop strategies that help further develop a vibrant visitor economy while also enhancing the quality of life for Tri-Valley residents. The plan, guided by extensive stakeholder input, reflects VTV's commitment to elevating the Tri-Valley as a sought-after destination for visitors and a great place to live for the local community. The DSP contains six priorities to guide the destination and Visit Tri-Valley as an organization through 2028.

- Destination Development
- Direct Marketing and Branding
- Multiuse Venue Development
- Economic Development and Business Friendliness
- Connectivity
- Organizational Development

VTV President & CEO, Tracy Farhad will attend the EVC meeting to provide an overview of the DSP and highlight how the plan aligns with priorities of the City's EDSP to generate increased tourism and spending activity within the community.

The DSP may be viewed online at <https://visittrivalley.com/wp-content/uploads/2023/12/Visit-Tri-Valley-Destination-Strategic-Plan-Reduced-File-Size.pdf>.

ACTION: RECEIVE PRESENTATION ON VISIT TRI-VALLEY'S DESTINATION STRATEGIC PLAN