



2023-2027 Destination Strategic Plan Overview

Dear Tourism and Hospitality Industry Stakeholders,

Visit Tri-Valley, the Destination Marketing Organization for Pleasanton, Livermore, Dublin and the Town of Danville, California, in conjunction with a broad spectrum of stakeholders, is beginning an exciting Destination Strategic Planning process with a focus on a potential new regional multi-use venue. The goal of this plan is to develop strategies that help further develop a vibrant visitor economy while also enhancing the quality of life for residents. The Destination Strategic Plan will be a road map that guides the area's tourism efforts for years to come. Our collaborative process is being facilitated by [the Tourism & Destination Advisory](#) practice at JLL; a global consulting group focused on long-term destination planning and venue development. The Destination Strategic Planning process will be carried out in four phases and is expected to take 10 months.

Destination Strategic Plan (DSP) Goals

In addition to the roadmap described above, the plan seeks to establish a visionary future for Tri-Valley as a destination, identify synergies among related industries and organizations, and outline Visit Tri-Valley's and the industry's goals for the next five years. The process will involve a cross section of civic and community stakeholders to engage and give feedback and insights on Tri-Valley's unique offerings and potential. The final plan will include recommendations for future product development, infrastructure upgrades, destination experiences, and organizational and partner support, with the goal of positioning Tri-Valley as a top-tier destination.

Project Kick Off

Visit Tri-Valley has begun working closely with JLL on beginning the initial stages of the planning process, including scope definition and stakeholder engagement. A key component of the DSP process is the formation of a Steering Committee to participate in this planning effort with JLL. This Steering Committee has members that represent a variety of organizations in Tri-Valley that impact our tourism industry, our community, and the broader economy. The Steering Committee's first meeting is scheduled for February 22, 2023, followed by monthly meetings throughout the DSP process that are integral in vetting recommendations that will ultimately be included in the final plan. Bimonthly progress updates will be posted on www.VisitTriValley.com.

Stakeholder Engagement

As part of the process, JLL will also be facilitating a series of focus groups to meet with stakeholders and community leaders on specific topics to support the DSP's development. The focus groups are currently being formed and organized and will be a critical information gathering point for Visit Tri-Valley and JLL.

We Want to Hear from You

As mentioned above, the process to begin building Tri-Valley's Destination Strategic Plan is now underway and we want to engage with you throughout the planning process. Community input into this planning process is essential. If you would like to set up a time to meet with our consultants to discuss your thoughts in more detail, please email Dan Fenton at dan.fenton@jll.com or Shirin Jafari at shirin.jafari@jll.com. They will be happy to schedule a time that works for you.

We look forward to hearing from you.

Visit Tri-Valley Board of Directors