



## Visit Tri-Valley's Destination Strategic Plan Newsletter

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April 2023

Greetings, Tri-Valley Community!

We are excited to share with you the latest updates on the ongoing process for the Tri-Valley Destination Strategic Plan and the study for a potential multiuse sports and events complex. We have all been hard at work and have made significant progress in the past month.

### **Consultants' Site Visits**

From March 22nd to 24th, our team of consultants conducted site visits throughout the Tri-Valley area to gain a better understanding of the region and assess our products in detail. They visited various locations to familiarize themselves with the area and gather valuable insights for the project. One notable visit was to the fairgrounds, which has been identified as a potential site for the complex. The consultants also explored other potential sites for the multiuse sports and events complex to ensure a thorough assessment.

### **Focus Groups and Interviews**

As part of our research, we conducted 5 focus groups with a total of 26 participants, representing different demographics and interests within the Tri-Valley community. These focus groups provided invaluable feedback and insights on the needs and preferences of the community regarding the Destination Strategic Plan. In addition, our consultants have also conducted interviews with 9 individuals so far, and we continue to gather more input to ensure that our planning is comprehensive and inclusive.

### **Next Steps**

As we move forward, our team will continue to analyze the data collected from the research, site visits, focus groups, and interviews. This information will help us refine our plans and ensure that both the Destination Strategic Plan and the multiuse complex meets the needs and expectations of the Tri-Valley community. We will also be engaging with local stakeholders and community members to gather additional feedback and insights.



**Get Involved!**

Your input is crucial to the success of this project. We encourage you to get involved and provide your feedback by contacting us through [this link](#). We value your input and want to ensure that this plan serves the needs of our community for years to come.

**Something to Think About**

We'd love to hear from you! In one sentence, what is your favorite thing to do in the Tri Valley Area? Please send your responses through [this link](#)

**Stay Updated!**

We will continue to keep you updated on the progress of our research and planning for the Tri-Valley Destination Strategic Plan and the multiuse complex. Be sure to follow [our website](#) and social media channels for the latest news and announcements. If you have any questions or would like to share your feedback, please do not hesitate to reach out to our team.

Thank you for your continued support!

Sincerely,

Visit Tri-Valley