



Visit Tri-Valley's Destination Strategic Plan Newsletter

August 2023

Greetings, Tri-Valley Community!

On behalf of the Destination Strategic Plan's Steering committee, we are happy to share with you the latest developments on the ongoing process for the Tri-Valley Destination Strategic Plan and the study for the multiuse sports and events complex.

Multiuse Venue Demand Analysis

Over the past few months, our team of consultants at JLL, in collaboration and with feedback from our engaged steering committee, has been hard at work conducting thorough research and analysis to ensure a comprehensive overview of the project.

Our consultants have conducted competitive analysis and interviews with sports organizers and event planners, to gauge the demand for the multiuse sports and event complex. In addition, they have reviewed data from various sources, such as STR reports for hotels and lodging, competitive facilities within a 4-hour drive range, meeting venues, sporting events, and broader sporting and event trends.

To get a better understanding of the demand for the proposed sports complex, our consultants carried out in-depth interviews with 9 sports organizers representing a variety of sports, including basketball, volleyball, fencing, and gymnastics. They also conducted 10 interviews with corporate meeting and event planners to gauge interest from the corporate community.

The results of our analysis have been **overwhelmingly positive**. There is significant support for a multiuse facility within the sporting community, as well as interest from the corporate community. We have identified key features that are important to both groups, such as a walkable and accessible location close to attractions, restaurants, and downtown areas, flexible meeting room spaces, ample parking, proximity to hotels, hybrid and virtual meeting capabilities, and the ability to divide the space.

To this end, with the collaboration of local municipalities, we visited and analyzed 7 potential sites across the Tri-Valley. During these visits, the consultants assessed broader landscape features including hotels, restaurants, transportation options, and connectivity to attractions. The results of the site analysis process have been presented to the Steering Committee, and **three top sites** in Dublin, Pleasanton, and Livermore have been identified, each with unique features and locations.

In addition to site analysis, our JLL consultants have explored various deal structures and incentive options to ensure the funding of the multiuse venue.

The proposed facility itself will be a flexible multiuse venue, catering to a variety of activities and programming. It will be highly competitive for three primary use groups: sporting events, meetings and conventions, and entertainment.



We are grateful for the support of the Steering Committee in taking this project further. As a result, we are currently exploring a continuance of scope with our consultants at JLL. The next phase of our work will involve a deep dive into the development of the multiuse facility, including areas such as implementation, economic impact, site analysis, pro forma, feasibility, financial models, and architect renderings. These steps are crucial to ensure a successful and sustainable multiuse development.

Destination Strategic Plan Development

Following comprehensive research, inclusive stakeholder engagement sessions, and feedback from our Steering Committee, five key priorities have been identified for the Destination Strategic Plan. Each priority is accompanied by detailed recommendations and tactics that will guide the development and operations of the multiuse facility.

To further refine and finalize the plan, we are currently working closely with JLL and other key stakeholders. In order to facilitate this collaborative process, we have decided to spend the next 60 days developing the plan and look forward to presenting to the steering committee in October. During this meeting, we will present the draft plan to the Steering Committee and seek their valuable feedback and input.

Next Steps

We remain committed, in collaboration with our engaged steering committee, to providing comprehensive and valuable insights into the Tri-Valley area's tourism landscape. As we move forward, our JLL consulting team will finalize the draft plan by continuing to analyze the data collected from the research, site visits, focus groups, and interviews.

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.

Stay Updated!

Please click on this link to see who is on our steering committee. We cannot thank them enough for their support and open and honest insight. 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