




VISIT  
*tri*Valley



Multiuse Venue Development

 JLL SEE A BRIGHTER WAY

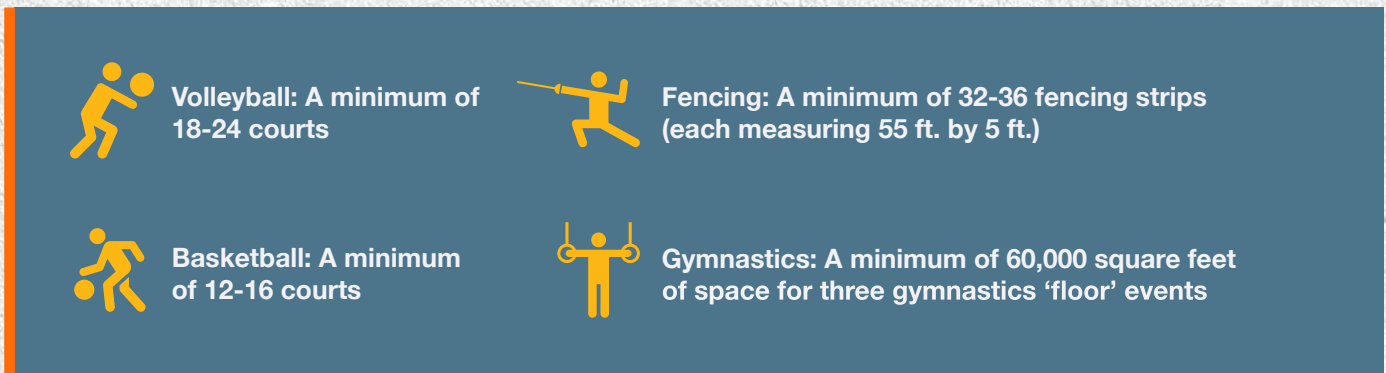
# MULTIUSE SPORTING AND EVENTS CENTER DEVELOPMENT

In its 2021–2023 Strategic Plan, Visit Tri-Valley aimed to identify opportunities for the development of high-quality sports complexes suitable for tournaments. The Tri-Valley area has witnessed notable success in the sports market, particularly with an increased emphasis on Sports Development. Since 2018, the region has welcomed over 82,000 attendees for sports tournaments, resulting in the generation of over 26,000 room nights. A diverse range of sports tournaments held in the area have proven to be a magnet for out-of-town visitors. However, due to the lack of a central sports complex, over 40% of these tournaments and sporting events have been dispersed across multiple locations to accommodate the programming and number of attendees. Consequently, some potential opportunities to host events in the Tri-Valley area have been missed.

Yet, sports organizers are increasingly seeking complexes that can house the entire tournament in one location, with added amenities and services to enhance the experience for athletes and their families. For instance, regional and state girls' volleyball tournaments require a minimum of 18 to 24 courts in one location. Despite the Tri-Valley's unique offerings, the absence of such a facility has resulted in the area losing out on several sports tournaments over the years, as organizers prefer competitive facilities that offer an adequate number of courts and at least 100,000 square feet of indoor space. The potential of sports tourism, particularly in attracting youth sports tournaments, has been evident in the Tri-Valley. However, it has yet to be fully realized due to the lack of facilities with a critical mass of indoor courts necessary to host a wider range of events.

The demand for a new sports complex is clear. Broader sporting trends indicate that volleyball and basketball are among the fastest-growing sports in the United States, confirming the increasing demand for new sports facilities. As the sports tournament industry continues to grow and become incredibly competitive, organizers will seek out facilities that are large enough to host the tournaments at their current size but also enable them to grow and have amenities to support the tournament attendees when they are not playing.

During the Destination Strategic Planning process, extensive interviews were conducted with local and national organizers across multiple disciplines, including basketball, volleyball, gymnastics, and fencing. The feedback from these interviews overwhelmingly supported the development of an indoor sports complex in the Tri-Valley region. Many organizers expressed their interest in hosting year-round weekend tournaments in the area, some with potential impacts of between 800 to 1,000 room nights per weekend. However, organizers emphasized that for the new facility to be competitive, it must meet or exceed industry size standards specific to each sport. Examples of this included:



**Volleyball: A minimum of 18-24 courts**

**Basketball: A minimum of 12-16 courts**

**Fencing: A minimum of 32-36 fencing strips (each measuring 55 ft. by 5 ft.)**

**Gymnastics: A minimum of 60,000 square feet of space for three gymnastics 'floor' events**

In addition to engaging stakeholders, a comprehensive study was conducted to assess similar facilities within a four-hour driving distance. The study revealed that the current inventory of sports complexes in the area is significantly lower compared to other regions. The two existing competitive facilities within a four-hour drive of the Tri-Valley offer over 100,000 square feet of space and can accommodate up to 24 volleyball courts and 12 basketball courts. However, these facilities are situated in residential areas, lacking on-site amenities and convenient access to family-friendly attractions, restaurants, and hotels. Furthermore, considering the limited availability of usable land parcels in the Bay Area, the Tri-Valley has a unique opportunity to leverage its distinct land structure, intersecting with four municipalities and downtowns, to develop a new sports facility with a competitive size and prime location.

In order to maximize space utilization, revenue, growth, and overall impact on the Tri-Valley, the idea of a multiuse venue rather than a sports-only complex was suggested during the Destination Strategic Planning (DSP) process and in discussions with the Steering Committee. This multiuse venue would not only cater to sporting events but also be highly competitive in attracting two additional user groups: entertainment and meetings and conventions. To assess the demand from the corporate event and meeting planner segment in the Tri-Valley, a separate analysis was conducted. In-depth interviews with 10 corporate event planners affirmed interest from the corporate community for the development of a multiuse venue.

Although there are currently a few facilities supporting corporate meetings in the area, the planners expressed a desire for a new, flexible, and highly divisible facility. This facility would be ideal for employee and VIP meetings, training workshops, and company retreats. In addition, the planners saw value in a venue that could attract relevant industry association meetings. While the demand for corporate events and meetings may not currently be as significant as that for sports, prior to the COVID-19 pandemic, they played a vital role in the Tri-Valley's midweek business. In fact, corporate events and meetings accounted for a substantial portion of the region's occupancy rates, often exceeding 85% on weekdays. Although there has been a slow recovery, it is anticipated that corporate events and meetings will experience increased growth and make a greater contribution to the venue's programming, visitation, and space utilization in the next five years as the DSP is implemented.

Moreover, this process included engaging with entertainment industry promoters in the area to gather valuable insights. Research and stakeholder feedback indicate that the Bay Area offers approximately 20 venues capable of accommodating 3,000 to 5,000 attendees. However, in the greater region surrounding the Tri-Valley, this number decreases to just five venues. Drawing upon national trends, it is evident that the previously outlined demographic data highlights a highly sought-after audience for the entertainment industry in this area. This data further emphasizes the potential for entertainment programming and events in the region.

To better understand the facility requirements for sports, corporate meetings and entertainment, conversations were held and will continue to be held with sports organizers, corporate meeting planners and entertainment promoters. During these discussions, certain features were highlighted as being important for the multiuse venue, including:

## Features needed for corporate meetings and events:

- **Audiovisual Technology**
- **Divisibility in Meeting Rooms**
- **Food and Catering**
- **Hybrid and Virtual Meeting Features**
- **Indoor and Outdoor Components**
- **Training Facilities**
- **Various Transportation Options**
- **Walkable Access to BART**
- **Walkable Proximity to Hotels**



## Features needed for sporting events:

- Affordable Wi-Fi Options
- Air Conditioning
- Electrical Outlets
- Flat Floor Flexibility and Convertibility
- Hardwood Floors
- Healthy Concession Stands
- Meeting Rooms for Sporting Officials and VIPs
- Open Lobby Area with Seating
- Parking Options
- Proximity to Hotels and Attractions
- Recovery Suites for Athletes
- Scoreboard
- Shot Clock
- Engagement with Local Sporting Clubs

## Features needed for entertainment events:

- Artist Experience
- Backstage and Artist Facilities (e.g., Green Rooms, Dressing Rooms, Rest Rooms, Storage Areas, Etc.)
- Ease of Production including Loading and In-House Production Support
- Equipment Upgrade Considerations Over Time
- Exceptional Acoustic Design
- High Quality Audiovisual and Screening Systems
- Immersive Multimedia Experience Capabilities
- Parking Options
- Patron Experience including Food and Beverage and Social, Non-Seated Areas
- Proximity To Hotels
- Proximity To Pre- and Post-Event Food and Beverage Experiences
- Sound And Lighting Equipment
- Various Transportation Options Connectivity including Ridesharing Support
- Well-Designed Stage and Performance Area



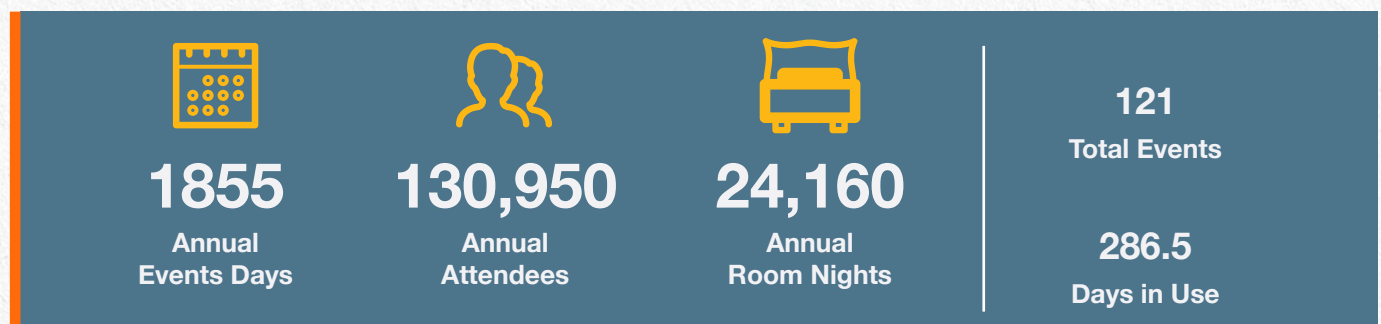
# Future of Technology

Artificial Intelligence  
3D Printing  
Extended Reality (XR)

After conducting thorough research and engaging with stakeholders, a preliminary event calendar was developed to evaluate the potential impact of the proposed multiuse venue on the Tri-Valley area. This calendar encompassed events from three user groups: sports, entertainment, and meetings and conventions. Important factors considered in the analysis included the types of events, the duration of use, move-in and move-out days, average event attendance (as consulted with entertainment promoters, event organizers, and corporate planners), total attendance, percentage of room nights per event, and overall room nights generated.

| Multiuse Demand (Stabilized Year)       | # of Events | # of Use Days | Move in/out days | Total Use Days          | Total Move in/out days | Avg Attendance/Event | Total Attendance | % of Room Nights | Total Room Nights |
|---|-------------|---------------|------------------|-------------------------|------------------------|----------------------|------------------|------------------|-------------------|
| Volleyball                              | 25          | 2.5           | 1.5              | 62.5                    | 37.5                   | 1700                 | 42500            | 30%              | 12750             |
| Basketball                              | 18          | 2.5           | 1.5              | 45                      | 27                     | 1400                 | 25200            | 25%              | 6300              |
| Other Sports (Fencing, Gymnastics, etc) | 5           | 2             | 1                | 10                      | 5                      | 1200                 | 6000             | 15%              | 900               |
| Conventions                             | 5           | 3             | 1                | 15                      | 5                      | 1000                 | 5000             | 12%              | 600               |
| Meetings                                | 30          | 0.5           | 0.25             | 15                      | 7.5                    | 100                  | 3000             | 12%              | 360               |
| Local Entertainment/ Concerts           | 17          | 1             | 0.5              | 17                      | 8.5                    | 750                  | 12750            | -                | -                 |
| Touring Entertainment/ Concerts         | 13          | 1             | 0.5              | 13                      | 6.5                    | 2500                 | 32500            | 10%              | 3250              |
| Social Events/Banquets                  | 8           | 1             | 0.5              | 8                       | 4                      | 500                  | 4000             | -                | -                 |
| <b>Totals</b>                           | <b>121</b>  |               |                  | <b>185.5</b>            | <b>101</b>             |                      | <b>130,950</b>   |                  | <b>24,160</b>     |
|   |             |               |                  | <b>Total Event Days</b> | <b>Total Occupancy</b> |                      |                  |                  |                   |
|   |             |               |                  | <b>286.5</b>            | <b>78%</b>             |                      |                  |                  |                   |

Based on this preliminary analysis, the following findings emerged regarding the potential impact of the new multiuse venue on the Tri-Valley area:



The high potential for utilization of the analyzed multiuse venue indicates not only an increase in revenue and overnight visits but also a broader direct and indirect economic impact on the Tri-Valley area. Additionally, the development of this facility has the potential to create new job opportunities within the region.



## Site Analysis

During the DSP process, Visit Tri-Valley and local municipalities identified several potential sites for the development of a multiuse venue. Following the Demand Analysis process, the DSP project team conducted visits and evaluations of seven identified sites, each with a land area of over 20 acres across the Tri-Valley region. The visits assessed not only the suitability of the sites for a multiuse venue but also considered broader factors such as the presence of hotels, restaurants, transportation options, and connectivity to local attractions. The team considered walkability, vibrancy, local community benefits, and proximity to tourism assets and amenities as key criteria for a successful facility that could support a full calendar of events.

The results of the site analysis process were presented to the Steering Committee, and three top sites in Dublin, Pleasanton, and Livermore were identified. These sites were chosen based on factors such as proximity to transportation options, potential for future development in the area, and unique features. In the next phase of development, a more thorough site evaluation will be conducted to determine the most suitable site. This ongoing evaluation process will also include reviewing additional regional opportunities such as San Ramon in the Tri-Valley area.

In addition to the site analysis, the project team also explored various deal structures and incentive options to ensure the funding of the multiuse venue. These options were discussed with the Steering Committee and Visit Tri-Valley to determine the most suitable approach. As the project progresses, the primary focus will now be on securing the most desirable site by acquiring the required acreage and obtaining approval to move forward with finalizing a deal for the development of the multiuse venue.

# RECOMMENDATIONS

## Multiuse Venue Development

Based on the extensive demand analysis, stakeholder engagement, and site analysis processes, the DSP recommends the construction of a flexible multiuse venue with a mixed-used setting that can host a diverse range of events throughout the year, enhance downtown vibrancy, attract high-value groups, and compete with notable convention, entertainment, and sporting venues in the region. The proposed multiuse venue should have a minimum net square footage of 100,000 to accommodate 18-24 volleyball courts and 12-16 basketball courts to remain competitive in the sports tourism market. To cater to the multiuse concept, the venue should have flexible seating and the potential to host 3,000-5,000 seat events. It is vital that the venue is of high quality, flexible, and equipped with state-of-the-art facilities to meet the needs of youth sports, entertainment programs, and corporate meetings and events.

The Tri-Valley possesses a unique advantage with its identified sites, which provide a concentrated and accessible area for development, all within a 20–30-minute drive from the downtowns. Coupled with a surrounding population of 14.5 million people within 150 miles, the Tri-Valley has the potential to become a prominent hub for sports tournaments, corporate meetings, and entertainment if a multiuse venue is established. The development of the multiuse venue should be strategically aligned with the destination’s growth objectives to ensure mutual benefits. This way, the multiuse dynamic will support the desired activity level and create a positive financial benefit in the Tri-Valley.

To achieve this vision, it is crucial for Visit Tri-Valley to develop a comprehensive advocacy plan that proactively supports a new multiuse venue capable of accommodating flexibility, high quality convertibility, and sufficient capacity for indoor youth sports tournaments, concerts, entertainment programs, and meetings and conventions. This next phase of this plan should encompass finalizing and securing the site, determining the appropriate funding model, evaluating entitlements and zoning regulations, assessing public sector interest, and developing optimal strategies regarding architecture, amenities, and programming.





# Milestone action steps

- Engage the venue development team in the project management.
- Confirm the viability of identified multiuse venue sites in consideration.
- Schedule meetings with elected officials and city leadership at the shortlisted locations to discuss advocacy efforts.
- Identify viable funding options for the multiuse venue development, including exploring Public-Private Partnership (PPP) models for development, management, and operation, as well as considering local options sales tax and district funding options.
- Prepare and issue a Request for Information (RFI) to attract potential operators for the multiuse venue.
- Finalize site selection and solidify the deal for the operational model of the multiuse venue.
- Conduct further studies and analysis to finalize the structure and define the relationship between Visit Tri-Valley and the proposed multiuse venue.
- Develop a comprehensive proforma and perform a high-level cost estimation to determine the optimal business model, staffing requirements, marketing, sales, and projected operational performance.
- Collaborate with architects to create conceptual renderings and validate the venue design, ensuring it meets the needs of all user groups.
- Break ground on the multiuse venue, commencing the construction process.

## Partners to include

- Town of Danville
- City of Dublin
- City of Livermore
- City of Pleasanton
- City of San Ramon
- Alameda County
- Contra Costa County
- Sports Partners (includes sports organizers, private operators, and developers as funding partners)
- Events Partners (includes event organizers, meeting planners, corporate partners, and funding partners)
- Entertainment Partners (includes booking agents, promoters, ticketing providers, catering, event production companies, security, and sponsorship partners)
- Livermore Area Recreation and Park District







VISITTRIVALLEY.COM 