

FOR IMMEDIATE RELEASE



VISIT TRI-VALLEY ANNOUNCES LOCATION OF NEW MULTI-USE EVENT CENTER

The City of Dublin will be Home to the New Facility Set to Host Events and Drive Tourism to the Region

PLEASANTON, Calif. (December 16, 2024)—After announcing the development of a new, state-of-the-art, Multi-use Event Center in September, [Visit Tri-Valley](#) (VTV) is pleased to announce the proposed location of this new events facility to be built in the City of Dublin, California. The site selection was recommended and approved by the VTV Board of Directors following a one-year, in-depth market study and location vetting process with JLL Global Tourism and Destination Advisory, a district-wide Task Force, and the VTV Board of Directors. Additionally, the site was chosen after dozens of interviews and ongoing conversations with VTV’s city and town partners.

“We are thrilled that Visit Tri-Valley has chosen Dublin as the future home of their state-of-the-art Multi-Use Event Center,” says Dublin Mayor, Michael McCorriston. “This facility will not only enhance our city’s standing as a premier destination for sports, entertainment, and corporate events but also bring significant economic benefits to local businesses and communities throughout the entire Tri-Valley. We look forward to seeing this vision come to life and welcoming visitors from near and far.”

The proposed site of the Events Center is located at the corner of Martinelli Way and Arnold Road, next to the Dublin/Pleasanton BART Station, and adjacent to Highway 580. This new Multi-Use Event Center project has full collaborative support from Visit Tri-Valley’s Tourism Marketing District partners. Visit Tri-Valley will be pursuing a Memorandum of Understanding with the City of Dublin, and in collaboration with Alameda County.

This innovative, sustainable, multi-use approach will benefit all Tri-Valley communities from residents to visitors alike. It grants the region the ability to easily host high-profile sports tournaments, entertainment events, and corporate meetings, along with additional retail and community gathering opportunities; all within an iconic structure sure to secure the Tri-Valley as a premier visitor destination in the Bay Area. The development of the Multi-use Event Center aligns with Visit Tri-Valley's strategic vision to boost the region's visitor profile and capitalize on its unique advantages while providing an enhanced quality of life for residents. [Click here for more information](#) including answers to Frequently Asked Questions.

About Visit Tri-Valley

Visit Tri-Valley is a destination marketing organization (DMO) dedicated to promoting and enhancing the Tri-Valley region as a premier destination for tourism, events, and business. Through strategic planning and community engagement, Visit Tri-Valley (collectively the cities of Pleasanton, Livermore, Dublin, and the Town of Danville) aims to further economic growth and create memorable experiences for visitors and residents alike. More information about Visit Tri-Valley can be found at www.visittrivalley.com.

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