

FOR IMMEDIATE RELEASE



## VISIT TRI-VALLEY ANNOUNCES NEW MULTI-USE EVENT CENTER

*New Facility to Drive Additional Events, Revenue, and Overnight Stays in the Region*

**PLEASANTON, Calif. (September 11, 2024)**—[Visit Tri-Valley](#) announced the development of a new, state-of-the-art, Multi-use Event Center in the heart of the Tri-Valley region today. This groundbreaking multi-use approach will grant the Tri-Valley the ability to easily host high-profile sports tournaments, entertainment events, and corporate meetings, making the Tri-Valley a premier destination for large-scale dynamic events.

“I couldn’t be more thrilled about the [Multi-use Event Center](#) right here in the Tri-Valley,” says Alameda County Supervisor David Haubert. “I believe it’s just what the Tri-Valley needs to generate civic pride, create more jobs, and increase visitor spending. It will help to put the Tri-Valley on the map as a world-class sporting, entertainment, and meetings destination.”

Visit Tri-Valley’s 2023 Strategic Plan identified a pressing need for a central sports complex capable of accommodating and attracting a wide range of sporting events. The region has experienced remarkable success in attracting sports tourism, generating more than 107,000 attendees and 33,000 room nights since 2018. However, the absence of a large-scale facility to host sporting events has hindered the destination from reaching its full potential in sports tourism. The tourism industry in the Tri-Valley brought \$631 million in direct travel-related spending in 2023 and boasts approximately 4,490 jobs in hospitality.

The Multi-use Event Center will address these destination challenges by providing a versatile venue. With a minimum of 100,000 square feet of flexible space, the center will be designed to meet and exceed industry standards. The center will support regional, national, and international sports competitions in sports like volleyball, basketball, fencing, and gymnastics among other competitive sports.

In addition to its sporting facilities, the venue will cater to arts, cultural, entertainment, and corporate events. It will include features like advanced audiovisual technology for large-scale concerts and touring performing arts; divisible meeting rooms for tradeshow, conferences, banquets, and company retreats; hybrid meeting capabilities; and exceptional acoustics to ensure it meets the diverse needs of all user groups.

The center will be built with considerations of the CEQA review process and is expected to generate significant economic impact, including the creation of new job opportunities and an increase in regional revenue through sports, entertainment, and corporate events. Preliminary projections suggest the venue will host more than 185 annual event days, attract approximately 130,950 attendees, and generate an additional 24,000 room nights per year, adding significant benefits to the communities it will serve.

Top sites in Dublin, Pleasanton, and Livermore have been identified for the development of this multi-use facility. These locations offer optimal accessibility and proximity to amenities like restaurants, hotels, and transportation options. The next phase of development will focus on on-site evaluation, securing funding, gaining community support, and finalizing the venue's design and operational model to begin development within the next three years.

The development of the Multi-use Event Center aligns with Visit Tri-Valley's strategic vision to boost the region's profile and capitalize on its unique advantages. The events center will be a key factor in making the Tri-Valley the ideal destination for athletic, business, and entertainment opportunities in the Bay Area. [Click here for more information.](#)

### **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](http://www.visittrivalley.com).

###

### **MEDIA CONTACT:**

Robin Fahr, Visit Tri-Valley  
VP of Marketing & Communications  
[robin@visittrivalley.com](mailto:robin@visittrivalley.com)  
925-215-4711