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Multiuse regional events center is headed to Dublin

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A conceptual rendering of the proposed Tri-Valley Events Center entrance. [Expand to read more](#)

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Dublin could one day be home to a regional events center that hosts everything from sports tournaments and concerts to corporate events, Visit Tri-Valley announced.

The destination marketing organization for the region said in September it planned to develop a new multiuse events center, though it was not clear where in the Tri-Valley it would take root until now. The proposed 100,000-square-foot center will rise at the corner of Martinelli Way and Arnold Road

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next to the Dublin/Pleasanton BART station.

“We are thrilled that Visit Tri-Valley has chosen Dublin as the future home of their state-of-the-art Multi-Use Event Center,” said Dublin Mayor Michael McCorriston in a press release dated Dec. 18 but published earlier on Visit Tri-Valley’s website. “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.”

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Tracy Farhad, President and CEO of Visit Tri-Valley is scheduled to make the announcement at the Dublin City Council meeting on Tuesday, which is expected to precede a memorandum of understanding between the City and Visit Tri-Valley. The organization is currently working to identify capital sources to fund the development, per its website.

"This event center is going to showcase what the Tri-Valley has become increasingly famous for – being at the heart of innovation," Farhad said in a video statement. "We are committed to bringing this project to life holding hands and working together with our industry partners."

The center, which will have both indoor and outdoor spaces, is expected to host high profile sports tournaments, entertainment events including "big name" concerts, and multiday corporate meetings and events. It's part of a larger strategy to make the Tri-Valley a top destination for athletic, business and entertainment opportunities in the Bay Area and boost the local economy.

Visit Tri-Valley said it's also a big part of its five-year Destination Strategic Plan, which serves as a road map for tourism marketing and economic development for the cities of Pleasanton, Livermore, Dublin and Danville.

The organization conducted an in-depth study process to choose the final site for the center with consultants JLL Advisors and the VTV Board of Directors as well as a districtwide task force.

The Dublin events center could join a few other projects in the works in the East Bay. Sunset Development Company last year proposed adding a 2,500-seat outdoor event venue to Bishop Ranch, which could include pickleball courts and biergarden style restaurants.

Nonprofit organization Little Opera House proposed building a 60,000-square-foot performing arts center at Alameda Point, which would have the capacity for a 500-seat main theater, a 200-seat studio theater, a bar overlooking the bay and a rehearsal room. The Alameda City Council voted in December 2023 to allow Little Opera House to lease and develop the center.

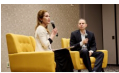
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