



Contra  
Costa  
County

To: Board of Supervisors

From: John Kopchik, Director, Conservation & Development Department

Date: March 31, 2015

Subject: Tri-Valley Tourism Marketing District

### **RECOMMENDATION(S):**

ADOPT Resolution No. 2015/107 supporting Visit Tri-Valley Tourism Marketing District (TVTMD), a destination marketing organization serving the Contra Costa and Alameda County's Tri-Valley Area, and granting consent to the City of Pleasanton to renew the TVTMD and include a portion of the unincorporated Tri-Valley area of Contra Costa County, as recommended by Supervisor Candace Andersen, District II.

### **FISCAL IMPACT:**

No fiscal impact. There are no lodging businesses within the unincorporated area proposed to be included in the TVTMD.

### **BACKGROUND:**

*Visit Tri-Valley* (VTV) is a destination marketing organization for the Tri-Valley area and encompasses the Town of Danville and the cities of Dublin, Livermore, Pleasanton, San Ramon, and the surrounding region. *Visit Tri-Valley* is funded through a tourism business improvement district known as the *Tri-Valley Tourism Business Improvement District* (TVTBD). The TVTBD was formed in 2005 and was renewed in 2010 for a five-year term. In mid-2014, the *Visit Tri-Valley* board began discussing renewal of the existing

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **03/31/2015** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

#### **VOTE OF SUPERVISORS**

AYE: Candace Andersen, District II  
Supervisor  
Mary N. Piepho, District III  
Supervisor  
Karen Mitchoff, District IV  
Supervisor

ABSENT: John Gioia, District I  
Supervisor  
Federal D. Glover, District V  
Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: March 31, 2015

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Stephanie L. Mello, Deputy

Contact: Rich Seithel  
925-674-7869

cc:

TVTBID which will end on June 30, 2015. A subcommittee of VTV staff and hoteliers representing each Tri-Valley city was convened to review Visit Tri-Valley trend information, gather information about other California tourism districts, and make recommendations for amendments to the existing TVTBID.

## BACKGROUND: (CONT'D)

> These recommendations included:

- Renewing the assessment district as the Tri-Valley Tourism Marketing District (TVTMD) for seven years with an annual assessment rate of \$2.00 per occupied room night in years one and two with a possible increase in years three through seven (but not to exceed \$3.00 per occupied room night). This renewal includes all 36 lodging businesses within the identified geographic areas. Currently, there are no lodging businesses within the unincorporated Contra Costa area (see Appendix 2, page 24 and 25, attached "Management District Plan"). The estimated TVTMD annual budget is \$1.82 million;
- Adding areas of unincorporated Contra Costa and Alameda Counties which would allow TVTMD to more actively promote lodging and tourism amenities and activities in these areas. The unincorporated areas include the communities of Alamo, Blackhawk and Sunol. (see Boundary Map, page 7, of attached "Management District Plan"). It should be noted that the City of San Ramon is opting out of the TVTMD and will not be renewing. According to San Ramon, they are considering alternative methods.

The *Tri-Valley Tourism Marketing District* is a benefit assessment district pursuant to the Property and Business Improvement District Law of 1994 ('94 Law). Renewal of the TVTMD requires the consent of each of the four Tri-Valley cities and two counties, through the adoption of resolutions by each. As Pleasanton will continue to serve as the lead agency, to begin the renewal process the Pleasanton City Council will initially adopt: a Resolution of Intention to Renew the Tri-Valley Tourism Marketing District; a Resolution Requesting Consent of the Cities of Livermore and Dublin, the Town of Danville, and the Counties of Alameda and Contra Costa to renew the Tri-Valley Tourism Marketing District, and; a Notice of Public Meeting and Hearing Concerning the Renewal of the Tri-Valley Tourism Marketing District. Pleasanton has served as the lead agency in forming the assessment district and administering assessments, and has requested consent to continue to act as the lead jurisdiction in renewing the TVTMD (see attached February 17, 2015 City of Pleasanton City Council Agenda Report #8 and attached copy of City of Pleasanton Resolution #15-733).

Adopting Resolution No. 2015/107 will grant the City of Pleasanton authority to include an unincorporated portion of Contra Costa County in the renewed TVTMD. To renew the TVTMD, the City of Pleasanton will follow the renewal proceedings specified in the '94 Act, including accepting petitions, adopting a resolution declaring their intention to renew the district, holding a public meeting and public hearing to allow for comments, and adopting a resolution renewing the district. In discussion with economic development organizations and interested businesses, staff has received several comments in support of TVTMD. Examples of support include:

- Kristin B. Connelly, President & CEO, East Bay Leadership Council;
- Darien Louie, Executive Director, East Bay Economic Development Alliance, and;

- Timothy P. McGrane, Executive Director, Blackhawk Automotive Museum. (see attached Blackhawk Automotive Museum support correspondence).

The renewal is proposed to begin on July 1, 2015, and last for seven years through June 30, 2022. Contra Costa businesses and tourist attractions will benefit from TVTMD marketing and promotional efforts even though there will be no fiscal impact to Contra Costa County since there are no lodging business owners within the outlined unincorporated area.

CONSEQUENCE OF NEGATIVE ACTION:

Should the Board elect not to adopt the resolution, less active promotional and marketing efforts would occur for the unincorporated Tri-Valley Contra Costa area.

CHILDREN'S IMPACT STATEMENT:

Not applicable.

ATTACHMENTS

Resolution No. 2015/107

Tri-Valley Management District Plan

Pleasanton Staff Report

Pleasanton Resolution 15-733

support correspondence

Exhibit A Map