

CVB Policy Recommendations

ED 1.1.6 – Tourism and Related Businesses

The City shall continue to work with the Sacramento Convention and Visitors Bureau (SCVB) and interested stakeholders to market Sacramento as a tourism and convention destination.

ERC 4.1.5 – Convention Center

The City shall expand convention center facilities and adjacent supportive infrastructure, including hotels, to attract top-tier national and international events.

ERC 5.1.1 – Development and Expansion of Attractions

The City shall support the development and expansion of world class destination attractions throughout Sacramento, including museums, zoos, Sacramento and American River waterfronts.

LU 5.1.1 – Cultural and Entertainment Centers

The City shall actively support the development of cultural and entertainment facilities and events in the City's centers to attract visitors and establish a unique identity for Sacramento.

LU 5.6.1 – Downtown Center Development

The City shall encourage development that expands the role of the CBD as the regional center for commerce, arts, culture, entertainment and government.

LU 5.6.5 – Cultural Facilities Central City

The City shall continue to support the existing cultural facilities in the Central City and encourage the development of additional facilities that promote the City as the regional and historic center for meeting and gathering.

Andrea:

These are policy changes that came out of my work with the Convention and Visitor's Bureau at their annual retreat. The group included over 30 people, including...

Ault, Michael
Bennett, Tom
Bonebrake, Barbara
Bradley, Sonya
Clifford, Sherlynn
Cooper, Austin
Corum, Butch
Davis, Mark
Eastman, Jeff
Eidam, Lucy
Fat, Lina
Hammond, Steve
Larson, Brian
Leonard, Rob
May, Brian
McCasey, John
Miller, Paul
O'Brien, Mike
Pleines, Fred

Porter, Alan
Re, Greg
Scurfield, Dave
Selk, Terry
Smith, Warren
Testa, Mike
Walters, Lawrence
Wiley, Mike
Yasukawa, Kristen
Zancanaro, Dave

Given the tremendous amount of time these people invested, they should be incorporated "as is".

Sincerely, ap

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