TO:       HONORABLE CITY COUNCIL
FROM:    CITY MANAGER            DEPARTMENT: City Manager
DATE:    FEBRUARY 6, 2006        CMR:   130:06

SUBJECT: AUTHORIZE THE CITY MANAGER TO APPOINT A COMMITTEE OF
STAKEHOLDERS TO EXPLORE OPPORTUNITIES TO ENHANCE
PALO ALTO’S ECONOMY BY IMPROVING VISITOR OUTREACH
AND BENEFIT FROM LOCAL TOURISM, INCLUDING DEVELOPING
RECOMMENDATIONS AND A PRIORITIZED ACTION PLAN

RECOMMENDATION

Staff recommends that the City Council direct the City Manager to appoint a committee of
stakeholders to explore opportunities to benefit from local tourism. The committee will develop
recommendations and an action plan for future Palo Alto tourism efforts and present these to the
City Manager. The City Manager will review the recommendations and action plan and present
outcomes to the City Council.

BACKGROUND

On October 17, 2005 then Vice Mayor Kleinberg and Council Members Beecham and Mossar
presented a colleagues memo requesting the support of their Council colleagues to direct staff to
agendize a Council discussion that would explore enhancing Palo Alto’s economy by improving
visitor outreach. The motion was approved unanimously.

DISCUSSION

Staff has conducted discussions with representatives of the Palo Alto Chamber of Commerce,
Palo Alto Downtown Business and Professional Association, and other business groups. Staff
recommends that a committee of stakeholders be appointed by the City Manager to explore
opportunities to benefit from local tourism. The committee would include participants from the
business, hospitality, entertainment, educational, residential and non-profit sectors of the City who would benefit from increased visibility of Palo Alto as a visitor, meeting and tourism destination. The committee, appointed by the City Manager, would be charged with the development of recommendations and an action plan to present to the City Manager. The City Manager would then review the recommendations and action plan and return to City Council to present his findings. This group would explore private as well as public resources to fund and leverage resources. The committee would meet no longer than twelve months.

The committee would be comprised of the following representatives by category:

- Chamber representative(s)
- Marketing representative(s)
- Hospitality (hotel) representative(s)
- Town and Country Center representative
- California Avenue Area Development Association (CAADA) representative
- Residential representative(s)
- Entertainment representative(s) (e.g., performing arts, etc.)
- County representative
- Media representative(s)
- Legislative representative
- Stanford Shopping Center representative
- Stanford University representative

City staff will work with the committee including representative(s) of the City Manager’s Office, the Community Services Department and other department representatives, as needed.

Goals of the committee would include:

1. Development of a vision, mission and actions to market Palo Alto as a tourism and visitor destination
2. Exploration of opportunities for public/private partnerships
3. Exploration and identification of possible sources of private as well as public funding
4. Exploration of the expansion of existing local Palo Alto websites to build on “Shop Palo Alto” principles in partnership and with linkages to business, educational, hospitality and other groups
5. Coordination of University and other events with local businesses to maximize local economic benefit
6. Identification of promotional events to market Palo Alto
7. Provide targeted outreach to: visitors, meeting planners, the travel trade and media
8. Identify possible sources of funding to support visitor services and outreach
9. Development of an entity to receive and allocate funding for “convention and visitor’s bureau type” services

**RESOURCE IMPACT**

The primary staff to support this effort will be Economic Development staff from the City Manager’s Office. Other departments that may contribute to this effort will include: Community
Services Department, Administrative Services Department, and other departments, as appropriate. Following the development of an action plan, staff resources will be identified for specific tasks related to the plan.

ENVIRONMENTAL REVIEW

This action by the City Council is not considered a project under the California Environmental Quality Act.

ATTACHMENTS

Attachment 1
Colleagues’ Memo October 13, 2006, presented October 17, 2006
Subject: Enhancing Palo Alto’s Economy by Improving Visitor Outreach

PREPARED BY: ________________________________
Susan Barnes Arpan, Economic Development Manager

CITY MANAGER APPROVAL ________________________________
Emily Harrison, Assistant City Manager