

# **THE SAN FRANCISCO** Peninsula



**2025-2028  
BOARD OF DIRECTORS  
STRATEGIC PLAN**



# ABOUT OUR DESTINATION



- The San Mateo County/Silicon Valley Convention and Visitors Bureau is a 501(c)(6) not-for-profit corporation formed in 1971 by San Mateo County hotel owners and managers with the mission to attract conventions, business, leisure, and international visitors that generate overnight stays for San Mateo County hotels.
- Additionally, we serve as the region's Film Commission Office and manage San Mateo County's "As Fresh as it Gets" farm-to-table program.
- 2022: Rebranded to **The San Francisco Peninsula**
- 2024: Launched Tourism Marketing District
- 2025: Launched the Tourism Board Advisory Council; adopted the 2025-2028 Strategic Plan.

The Board of Directors thanks all the members of the Board Advisory Council and members of the community who participated in focus groups and interviews, which were integral in the development of the Strategic Plan. The remaining pages of this document outline the details of the plan.

# THE ROLE OF A DESTINATION MARKETING ORGANIZATION

The evolution of Destination Marketing as a function of community development and prosperity hit break-neck speed over the past five years. Along with the growing realization that Destination Marketing is not limited to just attracting overnight visitors to a community, a recent study by Destinations International identifies organizational imperatives that weren't part of the conversation in a pre-pandemic world. This philosophical evolution actually began in the Summer of 2009 when industry thought leader Maura Gast (then the outgoing Chair of Destinations International) spoke these words:

*If you build a place where people want to visit, you'll build a place where people want to live. If you build a place where people want to live, you'll build a place where people have to work. If you build a place where people want to work, you'll build a place where business wants to be.*

*If you build a place where business wants to be, you'll be back to building a place where people want to visit. **It all starts with a visit!***



# PURPOSE, VISION & MISSION

**Purpose is why we exist. Vision propels us forward. Mission focuses us.**

## PURPOSE

The San Francisco Peninsula exists to inspire travel to the region with the goal of enhancing economic growth and quality of life.

## VISION

The San Francisco Peninsula will be known and respected as the premier gateway to a California escapade and a sensational basecamp from which to immerse oneself into the bounty of the Peninsula's diverse experiences.

## MISSION

To attract meetings, conventions, events and those that travel for business or pleasure, thereby enhancing the economy and growth of the region we serve.



# 2025-2028 BOARD OF DIRECTORS STRATEGIC PLAN

## GOAL

### SUPPORT DESTINATION ASSET DEVELOPMENT

1. Advocate for Significant Upgrades to the San Mateo County Event Center
2. Analyze Opportunities to Develop Additional Tournament-Grade Sports Facilities throughout the Peninsula
3. Consider the Opportunity to develop a Tourism Master Plan for the Peninsula to serve as an inspirational guide for future community development



## GOAL

# ENDEAVOR TO MAXIMIZE THE DESTINATION EXPERIENCE

4. Analyze the opportunity to develop an annual destination event that would ultimately be synonymous with The San Francisco Peninsula brand
5. Advocate for the completion of the 500-mile Bay Trail
6. Work with communities throughout the Peninsula to encourage music and nightlife to power additional visitation and quality of life



## GOAL

# CONTINUE TO BUILD ORGANIZATIONAL EXCELLENCE

7. Increase the Awareness, Appreciation and Support of the Organization and the Peninsula's Visitor Economy
8. Engage the recently launched SFP Board Advisory Council to serve as community ambassadors and emissaries
9. Continue to build Organizational culture, capacity, and impact



# THANK YOU

## BOARD OF DIRECTORS



### EXECUTIVE COMMITTEE

- BOARD CHAIR - Christina Ongerth, The Dylan SFO, **Millbrae**
- CHAIR ELECT - Kevin Kretsch, Hyatt Regency SFO, **Burlingame**
- IMMEDIATE PAST CHAIR - Lisa Kershner, SFO Marriott, **Burlingame**
- SECRETARY - Pravin Punjiya, Best Western Inn & Suites, **San Mateo**
- TREASURER - Randy Johnson, Johnson Hospitality, **Pacifica**
- VICE CHAIR 1 - Jonathan Powers, DoubleTree SFO, **Burlingame**
- VICE CHAIR 2 - Anthony Buralli, Residence Inn, **San Carlos**

### BOARD OF DIRECTORS

- Melissa Andretta, San Francisco International Airport
- Christopher Calo, Doubletree SFO North, **Brisbane**
- Benjamin Duverge, Grand Bay S.F., **Redwood City**
- Simone Harms, The Ameswell Hotel, **Mountain View**
- Daniel Herbst, Enterprise Rent-a-Car
- Christopher Holbrook, The Westin & Aloft, **Millbrae**
- Reggie Kumar, AC Hotel SFO/Oyster Point, **South San Francisco**
- Daisy Li, Moonstar Kitchen
- Adora Manalo, Four Seasons Silicon Valley, **East Palo Alto**
- Cameron Palmer, Cameron's Restaurant & Pub, **Half Moon Bay**
- Prativ Patel, Hotel Aura & Hotel Skye, **San Bruno**
- Mitch Postel, San Mateo County Historical Association
- Blanca Rivera, Half Moon Bay Lodge, **Half Moon Bay**
- Casper van Eldik Thieme, Grand Hyatt at **SFO**
- Adrian Vasquez, Homewood Suites, **Belmont**
- James Wardell, Canyon Ranch, **Woodside**
- Yakub Yakubi, Courtyard by Marriott, **Foster City**

*(Participated at time of adoption)*



**CHAIR:** Mitch Postel, President, SMC Historical Association

### Education

- Dr. Melissa Moreno, Chancellor, San Mateo County Community College District

### Business/Tech/Biotech

- Rosanne Foust, CEO, SAMCEDA
- Jim Wunderman, CEO, Bay Area Council
- Gina Simi, Public Policy + External Affairs, Zoox
- Peter Banzhaf, Co-Founder, Helios
- Amy Buckmaster, CEO, Chamber San Mateo County
- Krystlyn Giedt, CEO, Coastside Chamber of Commerce

### Government

- Jackie Speier, SMC Board of Supervisors
- Mike Callagy, SMC County Executive
- Matthew Chidester, City Manager, Half Moon Bay

### Hospitality

- Martin Yan
- Bob Trahan, Twelvemonth
- Ajay Walia, Rasa
- Micheál Mallie, Maverick Jack's
- Mathieu Riviere, The Ritz-Carlton, Half Moon Bay

### Environmentalist

- Lennie Roberts, Green Foothills

### Labor

- Julie Lind, Executive Officer, San Mateo Labor Council

### Attractions

- Kara Newport, CEO, Filoli
- Jennifer McCabe, Director, SFO Museum

### Parks and Recreation

- Nicholas Calderon, Director, San Mateo County Parks

### Venues

- Dana Stoehr, CEO, San Mateo County Event Center
- Dr. Allison Keaney, CEO, Cow Palace Arena & Event Center
- Jim McGuire, CEO, South San Francisco Conference Center

### Community

- Alicia Aguirre, Former Redwood City Councilmember

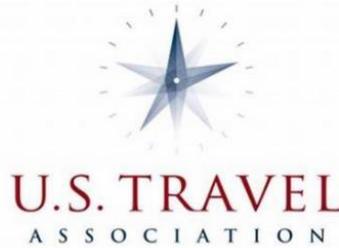
**Strategic Plan Facilitator:** Bill Geist, Founder & CEO, DMOproz





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