

THE SAN FRANCISCO Peninsula

# 2025-2028 BOARD OF DIRECTORS STRATEGIC PLAN

September 2026





THE SAN FRANCISCO Peninsula

2025-2028 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 SMC 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.

- 2026 – 2028: Educate and Actualize

**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 (DMO)

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 sensational basecamp from which to immerse oneself into the bounty of the Peninsula's diverse experiences.

## MISSION

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



# 2025-2028
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## GOAL SUPPORT DESTINATION ASSET DEVELOPMENT

- Advocate for significant upgrades to the San Mateo County Event Center
- Analyze opportunities to develop additional tournament-grade sports facilities throughout the Peninsula
- Consider the opportunity to develop a Tourism Master Plan for the Peninsula to serve as inspirational guide for future community development



## GOAL ENDEAVOR TO MAXIMIZE THE DESTINATION EXPERIENCE

- Analyze the opportunity to develop an annual destination event that would ultimately be synonymous with The San Francisco Peninsula brand
- Advocate for the completion of the 500-mile Bay Trail
- 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

- Increase the awareness, appreciation and support of the organization and the Peninsula's visitor economy
- Engage the recently launched SFP Board Advisory Council to serve as community ambassadors and emissaries
- Continue to build organizational culture, capacity, and impact



# THANK YOU

## 2026 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**BOARD CHAIR**
Kevin Kretsch
Hyatt Regency SFO, **Burlingame**

**IMMEDIATE PAST CHAIR**
Christina Ongereth
The Dylan at SFO, **Millbrae**

**SECRETARY**
Pravin Punjiya
Best Western Inn & Suites, **San Mateo**

**TREASURER**
Casper van Eldik Thieme
Grand Hyatt at SFO, Uninc. SMC

**VICE CHAIR 1**
Anthony Buralli
Residence Inn, **San Carlos**

**VICE CHAIR 2**
Randy Johnson
Fairfield Inn & Suites, **Pacifica**

### BOARD OF DIRECTORS

**Melissa Andretta**
San Francisco International Airport

**Cynthia Chow**
Embassy Suites SFO Oyster Point, **South San Francisco**

**Simone Harms**
The Ameswell Hotel, **Mountain View**

**Daniel Herbest**
Enterprise Rent-a-car

**Christopher Holbrook**
Grand Bay Hotel, **Redwood City**

**Michael Holloway**
HYATT House, **Belmont**

**Lisa Fong Kershner**
SFO Waterfront Marriott, **Burlingame**

**Sam Kim**
Embassy Suites SFO Waterfront, **Burlingame**

**Daisy Li**
MoonChef, **South San Francisco**

**Hartmut Ott**
The Westin + Aloft, **Millbrae**

**Cameron Palmer**
Cameron's Restaurant & Pub, **Half Moon Bay**

**Prativ Patel**
Hotel Aura & Hotel Skye, **San Bruno**

**Mitch Postel**
San Mateo County Historical Association, **Redwood City**

**Blanca Rivera**
Half Moon Bay Lodge, **Half Moon Bay**

**Georges Safi**
Four Seasons Silicon Valley, **East Palo Alto**

**Yakub Yakubi**
Courtyard by Marriott, **Foster City**



# THANK YOU

## 2026 BOARD ADVISORY COUNCIL

**CHAIR**
**Mitch Postel**
San Mateo County Historical Association

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

**GOVERNMENT**
**Jackie Speier**
San Mateo County Board of Supervisors

**Mike Callagy**
San Mateo County Executive

**Matthew Chidester**
City Manager, Half Moon Bay

**Donna Colson**
Councilmember, Burlingame

**BUSINESS/TECH/BIOTECH**
**Rosanne Foust**
CEO, SAMCEDA

**Lenny Mendonca**
Former CA State Chief Economic + Business Advisor

**Peter Banzhaf**
Co-Founder, Helios

**Amy Buckmaster**
CEO, Chamber San Mateo County

**Krystlyn Giedt**
CEO, Coastside Chamber of Commerce

**ENVIRONMENTALIST**
**Zoe Kersteen-Tucker**
Midpen Regional Open Space District

**HOSPITALITY**
**Bob Trahan**
Twelvemonth

**Ajay Walia**
Rasa

**Micheál Mallie**
Maverick Jack's

**Christopher Calo**
General Manager, DoubleTree SFO North, Brisbane

**Martin Yan**
Chef & Author

**LABOR**
**Julie Lind**
Executive Officer, San Mateo Labor Council

**COMMUNITY**
**Alicia Aguirre**
Former Redwood City Council

**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

**PARKS AND RECREATION**
**Nicholas Calderon**
Deputy County Executive, San Mateo County

**ATTRACTIONS**
**Kara Newport**
CEO, Filoli

**Jennifer McCabe**
Director, SFO Museum







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# PARTNERSHIPS

San Mateo County / Silicon Valley CVB d.b.a. The San Francisco Peninsula

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