



May 19, 2025

To the Santa Cruz Board of Supervisors:

Visit Santa Cruz County, the Destination Management Organization for the County of Santa Cruz, supports in full the creation of a county group to explore ways to promote Santa Cruz County and encourage overnight visitation during the large sporting events being held in the San Francisco Bay Area in 2026.

2026 will see some of the world's most iconic sporting events occur in Santa Clara and our proximity to Silicon Valley provides us with a unique opportunity to promote Santa Cruz County to international and domestic visitors as a world-class destination. Visit Santa Cruz County hopes that this committee's efforts may - in concert with our local communities, our transportation partners, our lodging stakeholders, our restaurants and bars, our retail businesses, our attractions, and our schools - provide exciting and memorable activations and events, county-wide and community-specific promotions, enhanced transportation support, and educational components. All of which may tie in with the spectacle, the fierce competition and the history of the games.

Of all counties in the Bay Area, Santa Cruz County offers an iconic coastal California experience that domestic and international visitors find so appealing. When international visitors think of California, they think of all we have to offer – gorgeous beaches, towering redwoods, bountiful fields of fruits and vegetables, and a vast spectrum of arts and culture. Not to mention the legendary Santa Cruz Beach Boardwalk.

Santa Cruz County is a bucket-list destination for many international travelers. Let's do all we can to lure them over the hill, welcome them, assist them, and ensure their stays are picture-perfect and the first of many repeat visits.

Sincerely,

A blue ink signature of Terence Concannon, written in a cursive style.

Terence Concannon
CEO, Visit Santa Cruz County