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Subject: Letter of Intent for Visitor Center Location

This communication is to express our intent to collaborate with Visalia Heritage in supporting the development of the proposed Cultural Center in Visalia. Visit Visalia the Tourism Brand representing the Visalia Convention and Visitors Bureau and the Visalia Tourism Marketing District are mutually committed to advancing the development of this exciting and transformative project, which is slated for completion by 2028.

### **Project Overview**

The Cultural Center will serve as a premier destination to celebrate Visalia's diverse history, heritage, and culture. With immersive exhibits, educational programs, and engaging events, the center will showcase the unique identity of Visalia and enhance the visitor experience. Importantly, this facility will provide new opportunities for tourism growth, particularly by encouraging extended stays in Visalia, beyond visitors traveling to Sequoia National Park.

### **Our Shared Goals**

Visalia Heritage seeks to partner with the Visit Visalia Tourism Office to leverage both our organizations' strengths in creating a cultural destination that attracts visitors year-round. Through our partnership, we aim to:

1. Relocate the Visit Visalia Office/Tourism Center to the proposed Cultural Center, adding to the operational stability of Cultural Center.
2. Foster tourism growth by enhancing Visalia's status as a key cultural and tourism asset.
3. Create opportunities for tour group visits, with dedicated spaces for tour buses to park, making the center an easily accessible stop.
4. Encourage overnight stays by making Visalia an appealing destination for travelers seeking to explore not only Sequoia National Park but also the rich cultural offerings of our region.



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Please consider Visit Visalia a stakeholder and collaborator in driving both financial support and awareness for the center's development.

We envision this partnership not only as an endorsement of the Cultural Center but as a critical component in expanding Visalia's tourism offerings, creating new economic opportunities, and enhancing the city's reputation as a hub for cultural exploration.

Sincerely,