



Suzanne Bianco <suzanne@visitvisalia.com>

Re: Question on increasing district

Gina Trechter <gtrechter@civitasadvisors.com>
To: Suzanne Bianco <suzanne@visitvisalia.com>
Cc: David Ahern <dahern@thedarlingvisalia.com>

Wed, Oct 7, 2026 at 8:09 AM

Good morning Suzanne,

It's so great to hear from you! I hope all is well 😊

Second, I am SO sorry for the delay in getting back to you. Your email got lost in my inbox, and as I'm going through them I realized I never got back to you! So sorry.

I'd love to assist with modifying your District to add STRs and small lodging businesses. If you're looking for us to just assist with the document side of the modification, which would include modifying your Management District Plan, as well as drafting all the necessary documents for the City Council process (staff reports, resolution, notice) we can do so for \$18,000 plus expenses. This would be done over a 3-month period, and would not include any stakeholder outreach or trips. It would include correspondence with the City staff as needed to assist in the process. If you wanted more assistance from us in the process that would include either outreach or trips, we can add to the scope accordingly.

Question - are the small hotels at least supportive of being included? Or, has there been any outreach done yet?

Let me know if you have any questions on the scope - I am also happy to jump on a call to further discuss.

When might you want to get started?

Gina

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Gina Trechter

Director of Project Management
Civitas

From: Suzanne Bianco <suzanne@visitvisalia.com>
Sent: Tuesday, September 22, 2026 11:29 AM
To: Gina Trechter <gtrechter@civitasadvisors.com>
Cc: David Ahern <dahern@thedarlingvisalia.com>
Subject: Question on increasing district

Hi Gina,
I hope all is well with you! Visalia is considering changing their MPD to include short term rentals and properties with less than 20 rooms.

While we are still discussing this possibility, I am reaching out to find the approximate costs of increasing the district so that VTMD can budget accordingly.

I look forward to hearing from you, Gina!

Suzanne

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Suzanne Bianco, CATP

Tourism Marketing Director

Phone (559) 334-0141

