

Sherrie Bakke

December 3, 2023

Steve Nelsen, Chair

Visalia Convention and Visitors Bureau

Sent Via: Steve@DowntownVisalia.com

Dear Steve,

Thank you for the opportunity to work on behalf of the Visalia Convention and Visitors Bureau (VCVB). The experience has been thrilling. I have a new appreciation for the economic impact of the tourism industry and value of Visalia's convention center, our hotel properties and attractions, including the national parks.

When I proposed to begin my relationship with VCVB as a contractor I was uncertain I could meet the organization's expectations. My professional services agreement outlined standard outcomes for non-profits seeking to reorganize their efforts toward accomplishing their mission. I quickly realized, under the current funding and board structure, I would be unable to meet all the intended outcomes.

Over the next two weeks, the VCVB Executive Committee and Board will be presented with an opportunity to set the course toward transforming the VCVB into a best practices Destination Management Organization. The first two phases are predicated on the City of Visalia accepting the VCVB's proposed services contract and the VCVB accepting the Visalia Tourism Marketing District (TMD) request for services outlined in the memorandum of understanding. The VCVB and TMD Boards will also need to embrace the recommendations presented by DMO ProZ.

My professional services agreement expires on December 16, 2023. I am respectfully requesting a month to month extension. My request is based on the uncertainty of the pending contract with the City of Visalia and the MOU with the TMD as well as the undetermined impact of the DMOProZ Report and Recommendations.

These are both exciting and volatile times for the Visalia Convention and Visitors Bureau. The organization is on the cusp of transformation. I believe the VCVB Board strives to provide their staff executive with the tools and creative latitude to develop the organization's impact.

I trust, with your leadership, the Board will take the necessary action to move toward the Destination Management Organization Model.

Thank you for facilitating my continued interest in supporting the mission of Visit Visalia.

Sherrie