

MEMORANDUM

Office of the City Manager



DATE: January 11, 2021

TO: Mayor and Council

THROUGH: Steve McHarris, City Manager *Steve McHarris*

FROM: Alex Andrade, Economic Development Director

SUBJECT: Silicon Valley Hotel & Travel Industries - Guidelines & Recommendations

Background

In May 2020, the City of Milpitas was invited to join several local jurisdictions participating in the Santa Clara County Economic Recovery Support Function (RSF) Team. The RSF Team's purpose is to facilitate regional problem solving, improving access to resources, and fostering coordination among the public and private sectors, and non-profit stakeholders as part of the COVID-19 recovery process. The Office of Economic Development specifically participated in RSF's New Resilient Opportunities Subcommittee to add value as a thought leader on the Silicon Valley hotel and travel industries. With the hotel and travel industries among the hardest hit during the current economic recession, this has been an area of focus given that Milpitas is home to 20 hotels that typically creates quality job opportunities and generates significant transient occupancy tax (TOT) revenues for various City services and initiatives.

Over the past six months, the Office of Economic Development led the RSF's hotel and travel industries focused partnership that included Santa Clara County, Silicon Valley Economic Development Appliance (SVEDA), and Silicon Valley hotel and travel industry leaders. A Hotel and Travel Industry Task Force was established to assist us with guidelines and recommendations aimed at supporting regional hotels and tourism. A Hotel Operators Business Survey was completed, and a significant amount of research and data gathering has been completed to-date. The result is a research document titled, "Surviving the Pandemic and Building Resilient Hotel and Travel Industries in Silicon Valley: A Guide for Local Government and Industry Leaders." The purpose of this research is advocacy, thought leadership, and strengthening relationships between regional policymakers and public officials, and hotel and travel industry leaders. This document serves as a starting point for how local government officials can help enable the recovery of these industries, and for hotel and travel industry leaders to start a discussion on leveraging the research and recommendations to inform their recovery process in the coming months and years. Click [here](#) to view the document.

This is just another example of how the City of Milpitas is leading the region in economic resiliency and recovery during the pandemic.

This work effort lays the foundation for a future Mayor's Business Roundtable centered around the Milpitas hotel and travel industries.