

THE SAN FRANCISCO Peninsula

2025 - 2028
BOARD OF
DIRECTORS
STRATEGIC
PLAN





ABOUT OUR ORGANIZATION



- Founded in 1971 as a 501(c)(6) nonprofit by San Mateo County hoteliers to attract visitors and drive hotel stays.
- Operates as the regional Film Commission and manages the San Mateo County "As Fresh as it Gets" farm-to-table program.
- 2022: Rebranded to The San Francisco Peninsula
- 2024: Launched New Tourism Marketing District (TMD)
- 2025: Launched Tourism Board Advisory Council, Launched Strategic Plan
- 2026 - 2028: Educate and Actualize



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SOUTH SAN FRANCISCO MEDIA HIGHLIGHTS

26k+

views

800+

interactions

92

reshares



The San Francisco Peninsula
San Francisco International Airport (SFO) is located on the San Francisco Peninsula a little more than 15 miles south of downtown San Francisco. Besides being the primary airport for the region, SFO is also home to a variety of meetings-friendly hotels, such as the 688-room SFO Marriott Waterfront (with over 27,000 square feet of meeting space). Groups can even tee off at the nearby three-story Topgolf Burlingame (facing the Bay), which opened last December.



The Hangar, South San Francisco





BIO INTERNATIONAL CONVENTION – BOSTON



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BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

BOARD CHAIR - Kevin Kretsch, Hyatt Regency SFO, **Burlingame**

CHAIR ELECT - Jonathan Powers, DoubleTree SFO, **Burlingame**

IMMEDIATE PAST CHAIR - Christina Ongerth, The Dylan SFO, **Millbrae**

SECRETARY - Pravin Punjiya, Best Western Inn & Suites, **San Mateo**

TREASURER - Casper van Eldik Thieme, **Grand Hyatt at SFO**

VICE CHAIR 1 - Anthony Buralli, Residence Inn, **San Carlos**

VICE CHAIR 2 - Randy Johnson, Fairfield Inn & Suites, **Pacifica**

BOARD OF DIRECTORS

Melissa Andretta, San Francisco International Airport

Cynthia Chow, Embassy Suites SFO Oyster Point, South San Francisco

Simone Harms, The Ameswell Hotel, **Mountain View**

Daniel Herbst, Enterprise Rent-a-Car

Christopher Holbrook, The Westin & Aloft, **Millbrae**

Michael Holloway, HYATT House, **Belmont**

Lisa Kershner, SFO Waterfront Marriott, **Burlingame**

Sam Kim, Embassy Suites SFO Waterfront, **Burlingame**

Daisy Li, Moonstar Kitchen, South San Francisco

Four Seasons Silicon Valley, **East Palo Alto**

Cameron Palmer, Cameron's Restaurant & Pub, **Half Moon Bay**

Prativ Patel, Hotel Aura & Hotel Skye, **San Bruno**

Mitch Postel, San Mateo County Historical Association, **Redwood City**

Blanca Rivera, Half Moon Bay Lodge, **Half Moon Bay**

Paul Wilson, Grand Bay Hotel, **Redwood City**

Yakub Yakubi, Courtyard by Marriott, **Foster City**



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BOARD ADVISORY COUNCIL

Chair: Mitch Postel, President, SMC Historical Association

Education

- Dr. Melissa Moreno, Chancellor, San Mateo County Community College District

Business/Tech/Biotech

- Rosanne Foust, CEO, SAMCEDA
- Jim Wunderman, CEO, Bay Area Council
- Gina Simi, Public Policy + External Affairs, Zoox
- Peter Banzhaf, Co-Founder, Helios
- Amy Buckmaster, CEO, Chamber San Mateo County
- Krystlyn Giedt, CEO, Coastside Chamber of Commerce

Government

- Jackie Speier, SMC Board of Supervisors
- Mike Callagy, SMC County Executive
- Matthew Chidester, City Manager, Half Moon Bay

Hospitality

- Martin Yan
- Bob Trahan, Twelvemonth
- Ajay Walia, Rasa
- Micheál Mallie, Maverick Jack's
- Mathieu Riviere, The Ritz-Carlton, Half Moon Bay

Labor

- Julie Lind, Executive Officer, San Mateo Labor Council

Attractions

- Kara Newport, CEO, Filoli
- Jennifer McCabe, Director, SFO Museum

Parks and Recreation

- Nicholas Calderon, Deputy County Executive

Venues

- Dana Stoehr, CEO, San Mateo County Event Center
- Dr. Allison Keaney, CEO, Cow Palace Arena & Event Center
- **Jim McGuire, CEO, South San Francisco Conference Center**

Community

- Alicia Aguirre, Former Redwood City Councilmember

Strategic Plan Facilitator: Bill Geist, Founder & CEO, DMOproz

The Board of Directors thanks all the members of the Board Advisory Council and members of the community who participated in focus groups and interviews, which were integral in the development of the Strategic Plan.



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SUPPORT DESTINATION ASSET DEVELOPMENT

- Advocate for significant upgrades to the San Mateo County Event Center.
- Analyze opportunities to develop additional tournament-grade sports facilities throughout the Peninsula.
- Consider the opportunity to develop a Tourism Master Plan for the Peninsula to serve as an inspirational guide for future community development.





ENDEAVOR TO MAXIMIZE THE DESTINATION EXPERIENCE

- Analyze the opportunity to develop an annual destination event that would ultimately be synonymous with The San Francisco Peninsula brand.
- Advocate for the completion of the 500-mile Bay Trail.
- Work with communities throughout the Peninsula to encourage music and nightlife to power additional visitation and quality of life.





CONTINUE TO BUILD ORGANIZATIONAL EXCELLENCE

- Increase the awareness, appreciation, and support of the organization and the Peninsula's visitor economy.
- Engage the recently launched SFP Board Advisory Council to serve as community ambassadors and emissaries.
- Continue to build organizational culture, capacity and impact.





CELEBRATING THE PENINSULA'S CULINARY EXCELLENCE IN 2026 & 2027



April 23 - May 3, 2026
January 21 - 31, 2027

Ten days of celebrating culinary excellence and exploration on Bayside and Coastsides.

VIP Kickoff Event 4/23/26

[Flavors of the Peninsula](#)



Coyote Point, San Mateo
July 26, 2026

Heritage Fire brings together local restaurants, talented chefs, and food lovers for an all-inclusive walk-around feast celebrating community and bold flavors.



Half Moon Bay Brewing Co.
Coastsides
August 28, 2026

The nation's premier whiskey-tasting event tour.

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THANK YOU!