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TULARE EYES ENTERTAINMENT DISTRICT TO BOOST TOURISM AND REVENUE



TULARE — City officials are exploring the development of a regional entertainment district near Highway 99, a project aimed at attracting tourism, expanding recreational options, and generating long-term economic growth.

During a strategic planning workshop held on March 21, 2025, the Tulare City Council received a presentation from consulting firm **Victus Advisors**, which outlined early concepts for the district. The vision includes a multi-use destination combining [indoor sports facilities](#), restaurants, retail, and family-oriented entertainment venues.

Consultants projected that a fully developed district could generate over **\$2 billion in economic impact over 30 years**. Among the anchor concepts under consideration are **indoor sports centers**, **destination retail**, and “**eatertainment**” options such as TopGolf, Dave & Buster’s, or large-scale attractions modeled after Great Wolf Lodge.

The preferred location for the district is near a major interchange along **Highway 99**, offering high visibility and accessibility for regional visitors. The area’s proximity to hotels, available land, and existing infrastructure makes it a viable candidate for phased development.

City staff said the project aligns with Tulare’s strategic goal of becoming a Central Valley hub for recreation and tourism. In addition to boosting the city’s image, the district could deliver



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increased hotel occupancy, retail sales, and local job creation.

To fund the district, officials are evaluating public-private partnership models. Possible tools include **Transient Occupancy Tax (TOT) increases, infrastructure financing districts, and tax increment financing**. These mechanisms could allow the [city to invest in infrastructure](#) while sharing risk and revenue with private developers.

City Manager Marc Mondell and councilmembers emphasized that the district is intended to be a **destination, not just a development**, offering lasting benefits to Tulare residents, including enhanced youth recreation options and expanded economic opportunity.

The concept remains in the planning phase, with further feasibility studies, environmental assessments, land use planning, and [community](#) engagement expected in the coming months. No formal decisions have been made regarding timeline or final project scope.