

Capstone Project —Battle of Neighborhoods

Introduction

Livermore is a city in Alameda County, California, United States, with an estimated population of 90,189. Livermore is the largest city in the Tri-Valley, comprising Amador, Livermore and San Ramon valleys and is located on the eastern edge of California's San Francisco Bay Area. The city is home to the famous Livermore National Laboratory, for which the chemical element livermorium is named (and thus, placing the city's name in the periodic table) as well as the famous Livermore Valley Wine Region.

The Livermore Valley Wine Region is one of California's oldest wine regions, having its start in the 1840s. The Livermore Valley American Viticultural Area (AVA) played a pivotal role in shaping California's wine industry. California pioneers looking for outstanding vineyard sites began planting grapes in the region. According to the Livermore city website, "Livermore is home to more than 45 flourishing wineries and is quickly making a name for itself with award-winning wines and genuine hospitality."

Over the last 15 years, the city has invested heavily in downtown revitalization, and it has emerged as a highly desirable tourist destination. However, the city is woefully lacking in hotels, needs a hotel investment.

Description of the Problem

With the city's diverse outdoor attractions including wineries, golf, and outdoor dining, what would be the best location to place the new hotel?

Some considerations include proximity to the downtown restaurant and nightlife scene as well as easy access to the famous wine region and outdoor venues