

LANTANA CITY

Market-district decision brief

A realistic worked scenario showing how a city weighs visitor interest, local-operator benefit, resident evening concerns, transport constraints, and cultural participation before approving a limited trial.

SCENARIO DATA

Q3 2026 / METHOD 2.1

DECISION QUESTION

Should Lantana support an off-season cultural programme in its market district?

RECOMMENDED POSTURE

TEST NEXT

90 days

Review 31 Oct 2026

INTENDED BENEFIT

Local

Operators in the quieter season

RESIDENT VIEWS

Open

Evening concerns incomplete

TRANSPORT

Unresolved

Late-return capacity

LOCAL VALUE

Not supplied

Spend is not retained value

01 / EXECUTIVE DECISION

The decision in one page

Should Lantana support an off-season cultural programme in its market district?

RECOMMENDATION

Approve a limited off-season trial in the market district, subject to operator participation, evening-hour limits, a transport check, and a review of resident feedback. Do not treat visitor interest or AI mentions as proof of local benefit.

WHAT SUPPORTS THE CALL

A quieter season is a fair test window.
Visitor interest in evening cultural programmes is directional. Local operators have expressed interest in a market-district trial.

The intended benefit is local.
The city wants visitors to discover locally operated experiences, not only to raise mentions.

CONFIDENCE

Medium

Several signals joined

REVIEW

31 Oct

Board decision gate

SEASON

Off-seas
on

Quarter visitor months

OPEN GAPS

4

City inputs required

WHAT REMAINS UNKNOWN

Named operator participation, local-value retention, street-level resident views, late-return transport capacity, resource pressure, and a visitor-experience measure independent of AI mentions.

Whose interests does this decision change?

The room records who should benefit, who may be pressured, and whose view is still missing. No single group makes the decision.

PERSPECTIVES IN THE ROOM

Local operators

Heard

Residents

Partial

Visitors

Directional

Coverage is illustrative. Partial is not a score.

WHAT EACH GROUP MAY GAIN OR LOSE

Operators. Off-season custom, if participation is real and value stays local.

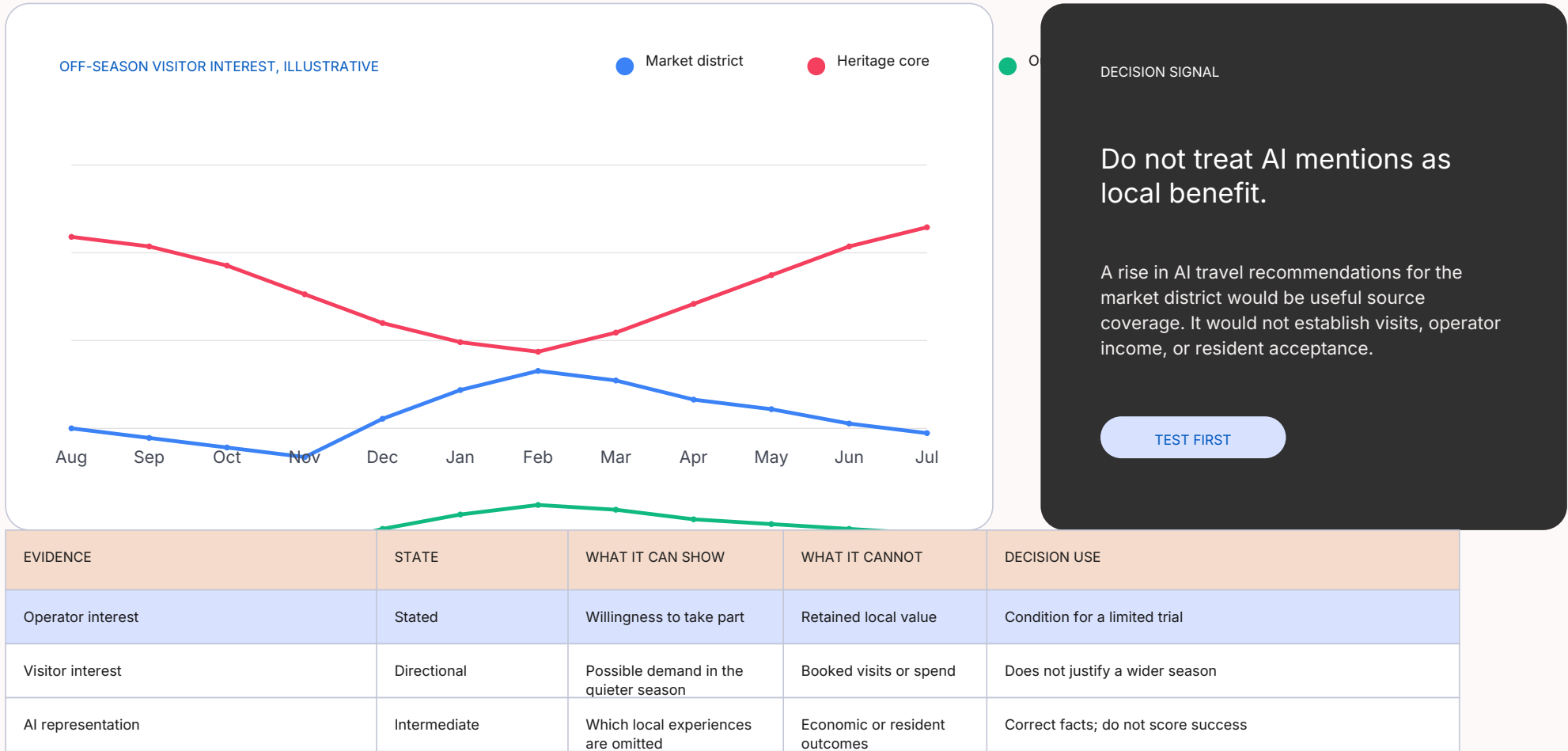
Residents. Possible evening noise, crowding, and later transport pressure.

Visitors. A dependable cultural evening, if access and hours hold.

PERSPECTIVE	STATUS	INTENDED BENEFIT	RISK	WHAT WOULD CLOSE THE GAP
Local operators	Interest stated	Off-season custom	Value leaving the district	Named participation and retained-value measure
Residents	Concerns raised	Liveable evenings	Noise and shared-space pressure	Street-level views, not only sentiment data
Visitors	Directional interest	Dependable experience	Late hours without transport	Experience measure independent of AI mentions

Interest is not participation, and mentions are not visits

The scenario joins visitor interest with local-operator readiness. AI representation is an intermediate observation only.



04 / LOCAL VALUE, NOT ONLY SPEND

Visitor spending does not establish who benefits locally

VISITOR SPEND

Directional

Not a local-value measure

LOCAL RETENTION

Not supplied

City and operator input needed

NAMED OPERATORS

Data needed

Participation still unconfirmed

CULTURAL ASSETS

At stake

Market-district knowledge and craft

WHAT WOULD COUNT AS LOCAL VALUE



Open means the measure is required and not yet supplied.

WHAT THIS DECISION MUST NOT CLAIM

More visitor expenditure, more AI mentions, or more evening footfall would not, by themselves, prove that value remained with local businesses and workers. The trial must measure participation and retention separately.

WHAT THE JOINED VIEW CHANGES

Approve a trial only with named operators, a local-value measure, and a stop rule if value leaves the district. Do not use spend as a proxy for local benefit.

A trial needs evening-hour and transport conditions

The test limits evening hours, checks late-return transport, and treats resident feedback as a required safeguard rather than a later sentiment score.



NO.	SAFEGUARD	DECISION RULE
01	Limit evening hours	Stop or redesign if the approved evening-hour limit is breached on more than two trial nights.
02	Check late-return transport	Do not open the trial until late-return capacity is confirmed for the agreed nights.
03	Hear resident views	Require street-level resident evidence from the market district before any wider season.
04	Track local participation	Measure named operator participation and whether value remains with local businesses and workers.

06 / OPTIONS AND TRADE-OFFS

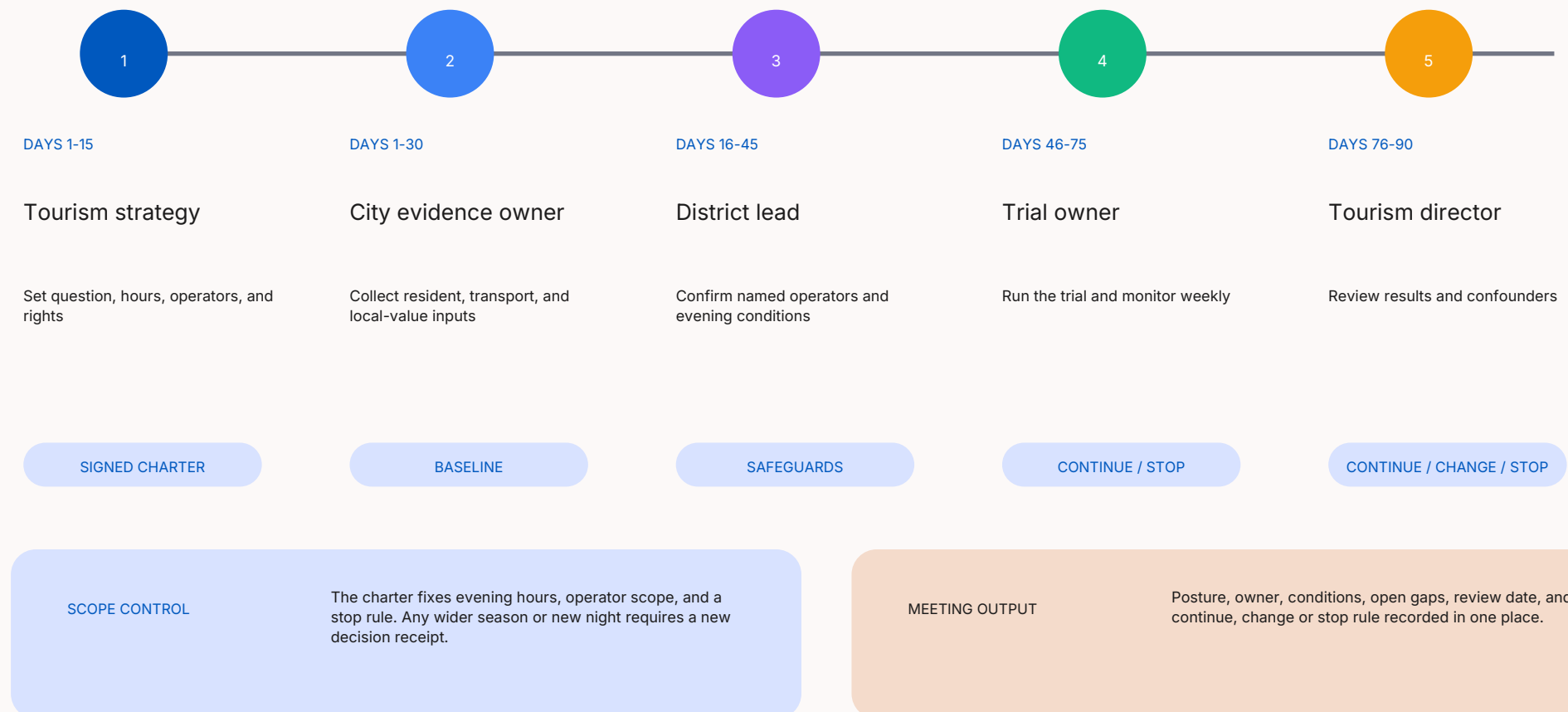
What should the city approve?

01 Run a limited off-season trial VALUE Learns with named operators and evening-hour limits. RISK Results may remain inconclusive.	02 Open a wider evening season now VALUE Moves quickly while operator interest is stated. RISK Commits before resident, transport and local-value gaps close.	03 Wait until every input is complete VALUE Reduces uncertainty before acting. RISK May miss the quieter-season window.
RECOMMEND	REJECT NOW	CONDITIONAL
APPROVAL REQUESTED Approve a 90-day off-season trial in the market district with named local operators, limited evening hours, a transport check, and a review of resident feedback. Release gate No wider season until operator participation, local-value retention, resident feedback, and transport conditions are reviewed.		

07 / 90-DAY ACTION PLAN

From decision to owned action

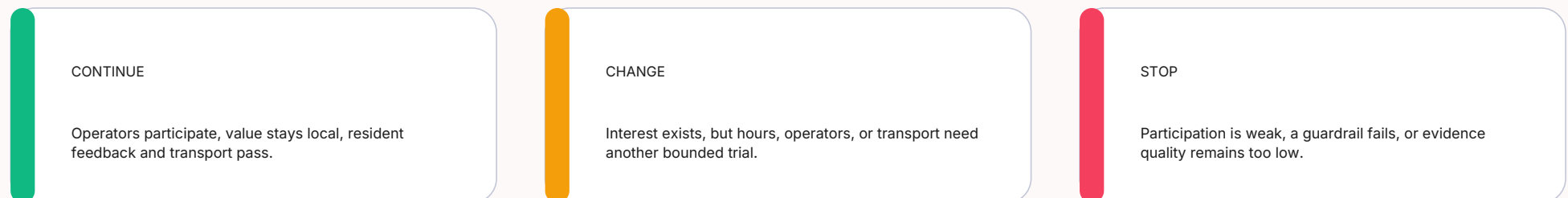
Every stage has an owner, deliverable, dependency, and decision gate.



What will show whether the trial worked?

The baseline and repeat method are agreed before launch. Tourism Room records movement and uncertainty; it does not manufacture causality. Unavailable measures stay visible.

MEASURE	SCENARIO BASELINE	NEXT READ	DECISION RULE
Named operator participation	Not supplied	31 Oct 2026	Required before any wider season
Local-value retention	Not supplied	31 Oct 2026	Do not use visitor spend as a proxy
Visitor experience	Not supplied	31 Oct 2026	Independent of AI mentions
Resident feedback	Incomplete	Before scale review	Required safeguard, not an optional metric
Late-return transport	Unresolved	Before first trial night	Stop if the approved capacity fails
Resource pressure	Threshold required	Weekly	Stop if the approved threshold is breached
AI representation	Intermediate only	31 Oct 2026	May inform source work; not a city outcome



The evidence behind the decision

Activate only the evidence that materially improves the answer. Every metric keeps its source, method, date, rights, state, and limitation.

SOURCE READINESS

● Official city facts	Scenario	As published
● Operator interest	Scenario	Before trial
● AI representation	Scenario	Once
● Visitor interest	Scenario	Monthly
● Resident street views	City input needed	Before trial
● Local-value retention	City input needed	During trial
● Late-return transport	City input needed	Before first night
● Resource pressure	City input needed	Weekly
● Visitor experience	City input needed	During trial
● Named operator list	City input needed	Before trial

THE TOURISM ROOM METHOD

01	Define	Name the intended benefit, whose interests are at stake, and the question.
02	Hear	Record affected perspectives, disagreement, and unheard views.
03	Examine	Attach provenance, date, permission, confidence, and limitation.
04	Choose	Record posture, recommendation, conditions, owner, and release gate.
05	Review	Repeat the method and keep unavailable measures visible.
06	Adapt	Change the action, the measures, or the question without overstating causality.

CLAIM BOUNDARY

Outside-in evidence can support source coverage, visitor interest, and bounded trial decisions. Actual visits, spend, local-value retention, resident acceptance, and causality require approved city and operator inputs. AI mentions are not a city outcome.