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Just a little out there.

Marin's Convention & Visitors Bureau

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The MCVB Monthly Newsletter

The goal of the Marin Convention & Visitors Bureau is to keep you informed of local events, green businesses, travel trends and membership.



Have fun in Marin County!

The MCVB staff:
Mark, Christine,
Deborah, Gina and
Anuschka

MCVB Member of the Month

McInnis Park & Golf

Open to the public daily at 7:00am, [McInnis Golf](#) is a 9-hole, par 31 executive-links course. Practice facilities include a renovated driving range, Short Game and Bunker Practice area, and a Digital Swing Recorder with a 4View system. There are separate Men's and Women's Club tee times and a [Golf Academy](#) offering private and group instruction. Golf outings are available for corporate groups, businesses and organizations. Families can enjoy

off-course fun by playing the 18-hole miniature golf course, taking swings in the batting cages, or giving golf a try on the driving range. The batting cages



offer 9 baseball/softball stations at speeds ranging from 40 - 80+ mph.

McInnis Park & Golf also features the superb cuisine and banquet facilities at the [Club Restaurant](#). Enjoy light fare, full course lunches and dinners, or Saturday and Sunday brunches, served in their spacious dining room or garden terrace.

McInnis Park & Golf is located at 350 Smith Ranch Road in San Rafael and has been a member of the MCVB since March of 2006.

Event Highlights for February

Marin History Museum Presents "Growing the Future"

Friday, February 13, 2009 from 11:00am to 4:00pm

"[Growing the Future](#)" celebrates the rich heritage of family run farms and ranches in Marin, continuing the legacy of locally produced food. Exhibit hours for the general public are from 11:00 to 4:00 at Marin History Museum's Boyd Gate House galleries at 1125 B Street in San Rafael. Opening events include a members reception at Boyd Gate House from 5:00 to 7:00pm, and Poetry Reading and Landscape Portraits next door at the Falkirk Cultural Center from 7:30 to 8:30.

Art of the Americas

Saturday, February 21 and 22nd from 10:00am to 6:00pm

[Art of the Americas](#) celebrates its 25th year as the most substantive and extensive ongoing showcase focused on the indigenous arts from across North, Central and South America. The show is described as the "Superbowl of Native American Art collecting", bringing together top and passionate dealers, collectors, artists, and academia from across the world. The exhibited art includes pottery, textiles, sculpture, jewelry, beadwork, baskets, paintings, photography and more. Location is the Marin Civic Center Exhibit Hall, 10 Avenue of the Flags in San Rafael.



MTC's The Lion, The Witch, and The Wardrobe

Saturday, February 28th at 11:00am and 1:00pm

Family Matinee Performances of The Lion, The Witch, and The Wardrobe by C.S. Lewis comes to life on stage in this delightful and imaginative adaptation by le Clanché du Rand. Children will be thrilled to join Tumnus the Faun, the White Queen, and Aslan the Lion in the magical land of Narnia. In MTC's Lieberman Theatre at 397 Miller Avenue in Mill Valley. For information on purchasing tickets, [click here](#).

Agritourism in Marin

Hidden Bounty of Marin

Marin County, California, is an extraordinary place with an exceptional

community of farmers and ranchers. Traditional cattle, dairy and sheep ranchers live and work alongside oyster farmers, cheese makers and vegetable producers, bringing us high quality, local and organic food. The land they steward provides watershed protection and habitat for an amazing diversity of birds, plants, and wildlife.

Hidden Bounty of Marin is a 28-minute documentary which was completed in 2008. It captures the landscape and daily life of nine Marin County farmers and ranchers who, in a time of transition, depend on us to remain economically healthy. "[Hidden Bounty of Marin](#)" reveals the depth of commitment and passion of these farmers and ranchers who provide us with high-quality, local and organic food. The documentary was produced with the Novato Public Access Television, with funding provided by Marin Community Foundation, Marin County Board of Supervisors, and the California Communities Program at UC Davis.

A must see, Hidden Bounty of Marin can be viewed on www.youtube.com, www.growninmarin.com and is found in all Marin public libraries.

If you are a member of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#) web page. We will highlight a few county events each month in this section.

Travel Trends and News

San Francisco Approves Hotel Tax, Tourism Improvement District

January 02, 2009

With the support of local tourism officials and hotel operators, San Francisco lawmakers have approved a new 1 to 1.5 percent hotel room tax that will fund the development of a so-called Tourism Improvement District (TID) in and around San Francisco's Moscone Convention Center, the San Francisco Convention & Visitors Bureau (SFCVB) announced last month. Both the tax and the TID were approved on December 16th as part of a 15-year assessment that took effect yesterday.

"This Tourism Improvement District is an investment in tourism, San Francisco's No. 1 industry and No. 1 employer," San Francisco Mayor Gavin Newsom said in a statement. "This TID will not only benefit our local hotels and their employees, but every visitor we welcome into our city. These visitors spent over \$8 billion in 2007 and we need to ensure that these same visitors continue to come to San Francisco for both business and pleasure."

San Francisco's new hotel tax will levy a 1 to 1.5 percent tax on hotel rooms in two distinct tourism "zones" in the city, based on their proximity to the convention center. It will generate approximately \$45 million which will make improvements to Moscone Convention Center. In addition, the tax will generate approximately \$18 million for use by the SFCVB in marketing San Francisco as a travel destination.

"Today's approval of a Tourism Improvement District is a landmark for the

future of San Francisco and a breakthrough for the travel industry," SFCVB President and CEO Joe D'Alessandro said in a statement. "For San Francisco to remain competitive, it was crucial that we develop a long-term strategy that would ensure a steady revenue flow necessary to continue to promote San Francisco as one of the world's premier destinations."

Did You Know...

[PKF](#) forecasts that nationwide, occupancy will decline by 5.3 percent in 2009, and the average daily room rate will drop 2.7 percent to \$103.86.

In San Francisco, limited supply, a seemingly solid convention year and the strong draw of the city itself are expected to help hotels hold up better. PKF forecasts that occupancy in 2009 will drop 3.3 percent to 74.1 percent and that average room rates will actually grow 1.6 percent to \$165.59.

Marin Hotel News

Embassy's New Restaurant and Chef

Marin County announced this month that Shelton Jackson, CEC, RFSP, RCFE has been appointed Executive Chef of the hotel's newly opened restaurant Grille 101.

Prior to joining the Embassy Suites San Rafael, Jackson was Executive Chef/Food Director of Artia Senior Living Group. Jackson comes to the Embassy family as a Certified: Executive Chef; Chef de Cuisine; Pastry Chef; Ice Sculptor; RCFE Administrator; Food Safety Professional and Food Sanitarian. A graduate of The School of Culinary Arts in Atlanta, Culinary Art Institute in Atlanta, and Art Institute of Atlanta, Chef Shelton has AA degrees in Art and Science of Culinary; Culinary of Occupational Studies and Visual Communications, and is the President and Founder of Bay Area Chefs of Color, an organization that helps African Americans with culinary interests to meet professional, philanthropic and competitive needs. The organization networks with over 25,000 chefs increasing culinary knowledge, career awareness and professionalism.



****To our hotel members and partners: if you are offering a special, promotion or package that you would like to be included in our monthly newsletter, please contact Christine Bohlke, MCVB Sales and Marketing Director, at 415.925.2060x11****

All Member press releases will be available for posting on our new website, available soon!

What the Visitors Bureau is Doing

Keep your city clean!

Take the San Rafael Business Pledge

Christine Bohlke, the Marin CVB's Sales and Marketing Director, volunteers once a month for San Rafael Clean which represents the City of San Rafael's initiative for a litter-free environment.



The [Business Pledge Campaign](#) has a goal to sign up businesses that will maintain a "litter-free zone" around their property. With the many problems affecting San Rafael due to litter, such as over \$350,000 spent each year in cleanup efforts; the flooding caused by storm drains clogged by litter; and the potential for customers to be turned away by an unkempt business district, you can see how important it is to tackle this problem.

If you are interested in joining this effort, please visit their website at www.sanrafaelclean.org to find out more about the Campaign and sign up.

Our Mission: *To develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.*

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