



**Just a little out there.**

## Marin's Convention & Visitors Bureau

July 2009

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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.



and follow us on



### MCVB Member of the Month

#### Bay Area Discovery Museum

is a one-of-a-kind indoor and outdoor children's museum at the foot of the Golden Gate Bridge, serving over 315,000 visitors per year on its 7.5 acre Sausalito campus. We are the only children's museum in the U.S. to be located in a national park, and our exhibits are admired and emulated by other children's museums nationwide. The Museum is recognized as the leading children's museum dedicated to developing childhood creativity, nurturing future generations of creative thinkers and innovators. With this emphasis on creativity through play, they encourage children ages 6 months to 8 years to develop into curious, creative, adventurous lifelong learners and explorers.

The Museum's unique programs feature hands-on art, science and environmental exhibitions, performances, special events, cultural festivals and ongoing educational curricula... all with a focus on fun!

**Bay Area  
Discovery  
Museum**



*The Bay Area Discovery Museum has been a Member of the MCVB since July 2007*

## Event Highlights for July



### **Saturday, July 4: Corte Madera Larkspur Celebration**

Festivities begin at 9:00am in Corte Madera Town Park. A large selection of artists and artisans, including some of our very own crafters from the Twin Cities. There will be fine art, photography, pottery, wine charms, candles, clothing, jewelry, glassware and much more. There will also be food, entertainment and children's activities. The Magical Moments Parade begins at 10:30am at Redwood High School in Larkspur.

### **Saturday, July 11: San Rafael Twilight Criterium - 2:30pm**

Formerly named the Carrera de San Rafael, the San Rafael Twilight Criterium will feature 700 amateur bike riders, kids, elite and pro men and women. Each bike race during the day is a 40-minute contest around a 1-kilometer course between Fourth Street and Fifth Avenue and A and D streets. Be aware of San Rafael street closures and times by visiting [www.srtwilight.com](http://www.srtwilight.com).

### **Sunday, July 26: Town Center Summer Concert Series - 2:00pm**

In front of the clock tower in Corte Madera's Town Center shopping center, listen to Audrey Moira Shimkas & Company, a Jazz Quartet, while shopping in the sun. This is a 17 week series each Sunday until September 27th. Visit their website for [concert schedule](#)

## Green Business and Fun in Marin



### **Cool Green Fun: "The Greenest County Fair on Earth"**

Who's going to the county fair this month? Everyone it seems!

In 2008, the Marin County Fair won the prestigious Merrill Award as the most innovative county fair in the Western United States and Canada. It was the fourth time in its history that the Fair has received the award.

This year, they hope to create a model of what county fairs can aspire to do environmentally with the theme "Cool Green Fun."

Some of the green highlights for this year involve solar power (on the roof of the Exhibit Hall), which generates 40 percent of the fairgrounds' annual kilowatt use, Ben & Jerry's Solar Stage and ice cream cart, plus the *first-ever* solar carousel at a County Fair - all powered by PG&E. The Fair's concessions will use biodegradable or compostable flatware and dishes. All food waste will be turned into compost to feed Marin Center's landscaping and discarded cooking oil will be recycled into bio-diesel fuel. Healthy Food Choices will also be featured on all concessionaire's menus, including all-organic, raw, vegan foods from Lydia's Lovin' Foods of Fairfax. Health Ambassadors will be strolling the fairgrounds, reminding fairgoers that the Marin County air is 100% smoke-free, meeting visitors and highlighting healthful points of interest. Keeping with the green theme, the Fair will also be hosting Eco Entertainment events, and an Electric Wheels Car Show. Many of the popular exhibits will also have a green focus this year. The 2009 Marin County Fair is from July 1st to the 5th. Visit their website at [www.marinfair.org](http://www.marinfair.org) and remember, getting to the fairgrounds is easier if you carpool, catch the bus or bike!

## Travel Trends



## Gas prices highest in California and S.F.

Gas prices in California topped \$3 a gallon, the highest in the nation, according to AAA, and San Francisco has the highest prices in the state, coming in at \$3.09 per gallon.

According to AAA's fuel gauge report for Monday, the average price for a gallon of regular unleaded gas in California is just over \$3. A medium grade fuel will cost you \$3.20 per gallon, while premium costs more than \$3.25.

San Francisco reports prices of \$3.09, \$3.29 and \$3.34 for the three grades, more than any other metropolitan region in the state.

Across the bay in Oakland, drivers are paying \$3.01 per gallon for regular grade, \$3.20 for middle grade, and \$3.25 for premium.

A year ago, those prices were all well above \$4.50 per gallon (that's \$4.55 today, after reckoning for inflation), and over \$5 in some places.

Prices all over the state are at or near \$3 per gallon - at \$2.89, Yuba City is cheapest. AAA's highest recorded average gas prices for the state all occurred in June of last year.

## Summer Season Brings Great Travel Deals

"Now is probably the best season to travel," said Roger Dow, the President and CEO of the U.S. Travel Association.

In big tourist destinations, hotels have resorted to slashing room rates. Stays in Las Vegas, New York and Honolulu dropped by at least 20 percent, according to Travelocity.com. Nationally, the average room will cost you \$142 this summer, down from \$165 last year. And that's not all.

"You find many hotels are offering free breakfast, some of the luxury hotels I've seen are offering \$200 towards spa or golf," said Dow. "I've seen others that offer three nights for the price of two - so it's a good deal to shop."

Deals are good, because business is bad, reports CBS News correspondent Michelle Miller. Out of the 4.5 million hotel rooms nationwide, occupancy rates are expected to slip below 56 percent this year, down from 60 percent in 2008.

Seventeen million Americans make their living from the travel and tourism industry, which creates 2.4 million jobs every year. Since the recession started, some 400,000 jobs have been lost.

A third of tourism dollars comes from business travel, and corporations are scaling back, canceling small meetings to large conferences - anything that might be considered extravagant at a time when companies are laying off workers.

## MCVB Trade Show



### Marin CVB Attends HSMIA's 13th Annual Affordable Meetings West, San Jose

The MCVB attended the Hospitality Sales & Marketing Association International's Affordable Meetings Exhibition and Conference. This event location changes from San Jose to Long Beach each year. The staff from the MCVB and participating hotel sales professionals manned our booth at the exhibition. Marin County was well received from all the meeting planners and many attendees told us how pleasantly surprised they were to see a CVB from Marin County at Affordable Meetings West.

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