



Just a little out there.

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## Marin's Convention & Visitors Bureau

June 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



### MCVB Member of the Month

#### **Basket Wares**

Years of sales, marketing and management experience have taught Basket Wares owner Karen Noreen that relationship building is at the heart of all business. Her expertly designed baskets are the perfect way to achieve this. Not only is she an active participant in the community, but also a winner of the 2007 Excellence in Service Award from the Marin Association of Female Executives. Basket Wares is a gift basket company specializing in custom designs. Karen creates high-quality, elegant gift baskets for any occasion and for just about any price range. Favorite standard designs are available in addition to Basket Wares' signature



custom-designed baskets.

For ordering information, call 415-453-8728 or  
visit her web site at

[www.basket-wares.com](http://www.basket-wares.com)

Basket Wares has been a member of the MCVB  
since August 2007.

## **Art to Do in June**

Marin County is often symbolic for the recreational activities tied to our beautiful backyards, however, the region knows how to jumpstart the Summer with a bounty of art-for-the-soul activities:

**June 2 through 26:** 6th Annual [Wabi-Sabi Exposition](#) O'Hanlon Center for the Arts, Mill Valley

Wabi-Sabi is "based on a Japanese aesthetic and is the beauty of things impermanent, imperfect, and incomplete, honoring the simple, rustic.....and even the decayed."

**June 13 & 14:** Youth in Arts presents 16th Annual [Street Painting Festival](#) Downtown San Rafael - 9:00am to 7:00pm

This year's theme, "Faces of the Renaissance", will expose a renewed spirit of creativity and reinvention through the eyes of a new generation of artists.

**June 13 & 14:** [Fairfax Festival](#) and Ecofest

Downtown Fairfax at the Pavilion from 1:00pm to 6:00pm

Share your ideas with local environmental groups, shop for organic goods and services, indulge in organic food, wine and beer, hear locally grown music, view art and have fun with the kids.

**June 13 & 14:** [Novato Festival](#) of Art, Wine & Music

Festivities start at 10:00am on Grant Avenue, between Redwood and 7th St.

There will be two music stages, 200 arts and crafts booths, 10 wine booths with over 40 fine wines and four beer booths. A kids section will feature pony rides, a petting zoo, and more. FREE admission

**June 20:** [Tiburon Classic Car Show](#)

Main Street by the Ferry Landing from 11:00am to 4:00pm

The show celebrates the beauty of classic automobiles (produced prior to 1971)

**June 20 & 21:** [Marin Art Festival](#)

In San Rafael by the Lagoon at the Civic Center from 10:00am to 6:00pm

Known as the lawn party for the arts: Over 250 fine artists in a spectacular setting by the Lagoon.

**June 27 & 28:** [San Anselmo](#) Art & Wine Festival

Downtown San Anselmo on San Anselmo Avenue from 10:00am to 6:00pm

This vibrant summertime festival is situated in the picturesque town of San

Anselmo in the heart of Marin County with breathtaking views of Mount Tamalpais. There will be premium wine tasting, 200 fine artists, a merchant marketplace and a kids zone!

*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.*

## **Agritourism in Marin**

### **"Locavores" Among Us**

Our food now travels an average of 1,500 miles before ending up on our plates. This globalization of the food supply has serious consequences for the environment, our health, our communities and our tastebuds. Can we stay within a 100 mile radius? While corporations, which are the principal beneficiaries of a global food system now dominate the production, processing, distribution, and consumption of food, alternatives are emerging which together could form the basis for foodshed development. Just as many farmers are recognizing the social and environmental advantages to sustainable agriculture, so are many consumers coming to appreciate the benefits of fresh and sustainably produced food. All this has spurred a revolution, and it is called *Locavore*. Added to the Oxford American Dictionary in 2007, Locavore began as a codeword and is now commonly used to indicate someone who eats within their foodshed.



- **Find Your Farmers Market**  
Favorite Marin Farmers Markets are the Marin County Farmers' Markets in San Rafael, Novato and Fairfax from 8:00am to 1:00pm and the Point Reyes Farmers Market in Point Reyes Station on Saturdays from 8am-1pm
- **Know Your Farmer**  
Getting to know your farmer means talking to them and asking questions about the foods you are purchasing: when was this picked?, how should I prepare this?, and how much longer will these be available? These are a few good questions to ask.
- **Green Grocers**  
Locally-owned grocery stores and markets are important to living like a locavore. They are committed to carrying the fruits, vegetables, meats and dairy products of the region.
- **Eat at restaurants which support local farmers and producers**
- **Eat Fresh From the Source**  
Fully engaging in the locavore movement sometimes means going out of your way for various aspects of food shopping.  
From West Marin come oysters, mussels, grass-fed beef, cheese, and milk. From the waters of the Pacific come seasonal fish like salmon, ling cod, and crab, while the estuaries give us halibut, sturgeon, and bass. Sonoma County is the home of sustainable chickens, spring lamb, dozens of small farms producing fruits, vegetables, wild mushrooms



and wines. Napa also gives us wines, as well as many fruits and vegetables. Our Bay Area counties are home to some of the finest food grown or produced anywhere in the world.

### **The Pledge of the Locavore**

If not locally produced, then organic.

If not organic, then family-farmed.

If not family-farmed, then from a local business.

If not a local business, then fair trade.

## **Travel Trends**

### **Want to Really Get Away? "Awaycations"**

Memorial Day traditionally signals the beginning of the travel season. With many tightening their belts due to the economy, several families are opting to stay home instead of traveling this year.



But that could end up being more costly in other ways. Experts are saying it's actually healthier to get out of town rather than spend time locally. According to a study done by the U.S. Travel Association, taking a real vacation, or "Awaycation" improves health and mentality. The study says it also decreases feelings of anxiety, insomnia and depression and reduces your chances of a heart attack.

In spite of this, another study by USA Today say fewer people will be traveling this year compared to last summer, even though gas prices are now lower.

### **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.

## **MCVB News**

### **Getting the Word Out About Us!**

The MCVB has implemented e-commerce marketing strategies for inbound travel to Marin County. We are sending out information regarding Marin hotels

to corporate meeting and association meeting planners to plan their next meeting in Marin. Any meeting planner who books a program in a Marin CVB hotel with a total of 75 room nights will win a "free weekend stay" of their choice with any Marin CVB hotel partner. We have also sent e-commerce information to over 2,000 brides highlighting Marin County for their destination wedding.



Our local USPS postman Thomas, happily assists us in delivering the Visitor Fulfillment responses. YTD the mailings have totaled 2,242, and for this month 601 packets were recently mailed.

**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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