

Marin, just a little out there



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Member of the Month June 2011



Bay
Model
Visitor
Center

The Bay Model Visitor Center is a fully accessible education center administered by the U.S. Army Corps of Engineers which makes possible the viewing of a scientific tool: a working hydraulic model of the San Francisco Bay and Sacramento - San Joaquin River Delta System.

The Model provides scientists, educators and citizens interested in San Francisco Bay and the Bay - Delta Model a unique opportunity to view the complete bay-delta system at a glance. The Center gives an introduction and provides an overview of the system. Tours are available for groups with advanced reservations. These tours can be tailored to the technical level of the group. The Corps of Engineers encourages use of the Visitor Center by scientific and technical groups for meetings and seminars provided certain criteria are met.

Please pardon their dust as the Bay Model renovations continue which include roof restoration, solar panel installation and seismic improvements. Currently the Model is dry during construction. Please call prior to your visit for updates on the status of these improvements and model operation.

**2100 Bridgeway, Sausalito, CA, 94965
415.332.3871**

www.spn.usace.army.mil/bmvc

Event Highlights for June 2011

There will be many wonderful things to do in Marin County this month, so view our event calendar on the MCVB website for more fun. The following are just a few of the many highlights to come!

Marin Arts Festival

June 18th and 19th: 10:00 to 6:00



Art, Dance, Music and Wine - A Lawn Party for the Arts. Over 250 fine artists in a spectacular setting by the Lagoon in the Marin Civic Center, designed by Frank Lloyd Wright. Festival foods range from Louisiana gumbo and crawfish, Greek salads, South Western chicken breast sandwiches, fresh crabcake, grilled oysters and French pastries. Stroll through spacious pavilions; view works by, and visit with the 2011 Marin Master; meet with the artists and talk about their work; live entertainment; check out the Chance to Dance Showcase; enjoy sit down dining with a team of student waiters; sample fine wines and brews.

Mill Valley Wine & Gourmet Celebration

June 26: 1:00 to 4:00

If you've been there, you know what a great event it is. And if you haven't been there, you've missed something special because this year it's bigger and better! The afternoon will more than satisfy your palate with exquisite wines and delicious gourmet food. This year they have over a dozen artisan and craft brewers serving their specialty brews. The celebration will take place on the Depot Plaza in downtown Mill Valley.



Marin County Fair Begins

June 30 to July Fourth: 11:00am to 11:00pm

What's new at the Fair this year? The 66th edition of the Marin County Fair will celebrate the 75th Anniversary of the one of the world's most beloved landmarks, the Golden Gate Bridge! Along with traditional Fair favorites (thrilling carnival rides, delicious food, loveable farm animals and spectacular fireworks), exciting Golden Gate Bridge-themed exhibits and new attractions will highlight the 2011 Fair.

From the classic rock of Three Dog Night the first night to the joyous Motown sounds of the Temptations for the finale, the tradition of presenting a wide range of outstanding live concerts continues as the Fair presents the best in concert artists. All music and dancing are FREE with your Fair admission through July Fourth.

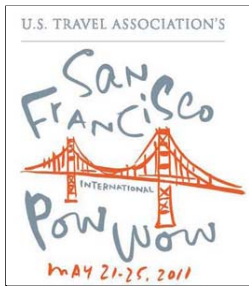


If you are a member/partner of the MCVB, please continue to send us any event you would like to have listed on our [Event Calendar](#)

Marin CVB Moves Ahead in 2011

Marin CVB attends the United States Travel Association International Pow Wow

For the first time the MCVB attended the USTA International Pow Wow, which was held in San Francisco. International Pow Wow is produced by the U.S. Travel Association, and is the travel industry's premier international marketplace and the largest generator of Visit USA travel. During three days of intensive, pre-scheduled business appointments, U.S. travel executives representing more than 1,000 supplier organizations and destinations from every region of the U.S., and representing all industry category components, meet with more than 1,200 International and Domestic Buyers from more than 70 countries. San Francisco did a fantastic job of hosting of Pow Wow this year. The Marin CVB is looking forward to attending Pow Wow next year in Los Angeles.



The U.S. Travel Association, which hosts International Pow Wow in a different U.S. city each year, has said that the five days of meetings, parties and negotiations result in \$3.5 billion in future travel to the United States. San Francisco is expected to reap \$350 million in additional economic impact over the next three years thanks to Pow Wow, and there will be overflow into neighboring counties. San Francisco is lucky in the timing of this Pow Wow, since the operators who attend are putting together travel programs for 2012 and 2013, when the world economy is expected to be stronger.



New Marin Visitor Center West in Olema

The Marin Convention & Visitors Bureau announces the opening of a second visitor resource center, the Marin Visitors Center West, in Marin County. The Marin Visitors Center West is located at the southeast intersection of Sir Francis Drake Blvd and Highway 1 in Olema, CA. It opened on Memorial Day weekend 2011. The facility will be open both weekends and weekdays from 10:00am to 4:00pm.

The Marin Visitors Center West will provide similar services, resources, and collateral information as the MCVB Visitors Center in San Rafael. The center's primary objective is to act as a localized point-of-contact location for individuals and groups that access the Pt. Reyes National Seashore area as well as those that come to West Marin for other amenities and attractions. For more details, visit our website's [Press Releases](#).



Marin's New Podcast is available to the General Public

We are excited to announce our new, weekly Marin Podcast featuring fun "happenings" in Marin County. The MCVB will provide subscribers information on things to do, events, and interesting facts about our county. Please use this opportunity to stay updated and sign up for our "Marin Podcast".

Listen to us here: marincvb/Site/Marin_Podcast/Marin_Podcast.html.

Congratulations to Christine Bohlke!

Last week, Marin CVB's Sales and Marketing Director, Christine Bohlke, attended MPINCC's Installation Dinner at San Francisco's Julia Morgan Ballroom where she was installed as Director of Member Care on their Board of Directors.

Meeting Planners International Northern California Chapter (MPINCC) is the meeting and event industry's largest and most vibrant global community, helping its members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces.

Did You Know...?

Marin is the Best

There is good news in the North Bay! Unemployment rates across the North Bay in February mostly improved from the month and year before, according to figures released today from the Economic Development Department.

Marin County continued to keep its first-place rank in the state. The rate fell to 7.8 percent in February from 9 percent a year before and 8.2 percent in January.

Statewide, 96,500 net new jobs in February helped decrease the unemployment rate to 12.2 percent from 12.4 percent in January.

Marin Named California's Healthiest County

Marin County has been named the healthiest county in California for the second year in a row, according to a study released March 30, 2011.

The rankings, which were released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, found that county residents have lower rates of smoking, adult obesity, and teen birth.

Governor Brown Issues Proclamation Declaring June as "Real California Milk Month"

California prides itself on its vibrant agricultural sector, of which the dairy industry forms a key part. Our dairy farmers' hard work has made them leaders in the field. Their leadership has resulted in the annual production of over 40 billion pounds of milk, accounting for about twenty-one percent of the nation's entire supply. The landscape, economy, health, and nutrition of California would not be the same without California's dairy farms.

Governor Brown urges all Californians to take time to appreciate the privilege of living in one of the world's great dairy-producing regions, and to support our industry by buying milk and other dairy products from our Golden State.

Travel Trends

Summer Air Travel Headed Upward for U.S. Airlines

Expect more crowded skies this summer when U.S. airlines will see a slight bump in traffic from modest gains in domestic air travel and a record high for international travel, according to a forecast released Monday by the Air Transport Assn. of America.

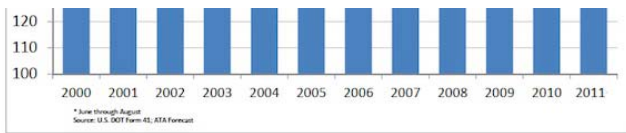
Though the predictions represent a rally for the industry, air travel hasn't yet rebounded to pre-recession levels.

From June through August, more than 206 million passengers are expected to board flights by



U.S. airlines, or 1.5% more than in summer 2010. However, that figure remains lower than the high point of more than 217 million passengers in summer 2007, before the economy tanked.

The number of international passenger carried by U.S. airlines in summer - estimated at 26 million, about half a million more than last year - is expected to set an all-time high this



year, the report says.

But one of the more interesting statistics in this report is the average

cost of airline tickets over the last decade. The average domestic round-trip airfare in 2000 was \$314 and in 2010 it was just \$316 (figures exclude taxes), the ATA report says.

That, of course, doesn't mean airfares aren't subject to short-term price swings as fuel costs continue to be the wild card. For example, U.S. airlines paid \$11 billion, or 30% more, for fuel in the first quarter of 2011 than during the same time last year.

"Even as demand for air travel continues to improve, high and volatile energy prices could hamper recovery efforts," ATA President Nicholas E. Calio said in a release about the report.

*By Mary Forgione
Los Angeles Times Daily Travel & Deal blogger
May 16, 2011, 11:33 a.m.*



The Marin Convention & Visitors Bureau June 2011 Newsletter

Many thanks to all our members and partners who have been supportive of our continued presence in Marin County. We are prepared to better serve you, now and into the future.

Have fun in Marin County!
The MCVB staff: Mark, Christine, Deborah, Gina, and Anuschka.



Listen to our weekly podcasts at [Marin Podcast](#)

Every issue of our newsletter is posted on our website at www.visitMarin.org

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