

Marin, just a little out there



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⇒ FORWARD TO A FRIEND

Member of the Month September 2010

Have you ever explored the San Francisco waterfront on a Segway or the Golden Gate Bridge on an electric bike? If not, they are both adventures not to be missed!



The San Francisco Electric Tour Company offers fun-filled tours of the world's most beautiful city on the world's most unique transportation device: the Segway!

In October 2004, this family-owned and operated tour and travel company became the first in San Francisco to offer these incredible eco-friendly Segway tours. *Sausalito Segway Tours* was added in July 2005 along with *San Francisco Night Tours* as an

additional experience. *Electric Bike Tours* over the Golden Gate Bridge was then added a few years later. The San Francisco fleet was upgraded to Segway i2's in September 2007.

The Electric Tour Company is also promoting their newest and most challenging route! The *Advanced Tour* is for people who have ridden a Segway before, and wish to see a little more, and test the machine a little further. What better testing grounds than the hills of San Francisco! Tour includes riding down the world's crookedest street, seeing the sights in North Beach Little Italy and a glide along the waterfront.

Visit their website at www.electrictourcompany.com for details on the various adventures they offer both residents and visitors.

Call 415-474-3130 for Reservations and Tour Information.

[The Electric Tour Company](#)



*has been a member of the
MCVB since June of 2007*



****LAST CALL****

**The Marin Convention & Visitors Bureau's
First Annual Marin Tourism Summit?**



**Our final final deadline is Wednesday, September 15th so
reserve your seat today.**

**Thursday, September 30th
11:00am to 1:00pm
Embassy Suites Hotel, San Rafael
101 Mcinnis Parkway**

Topics to be covered are:

**California Tourism Trends with Jean Johnstone of the California
Travel and Tourism Commission (CTTC).**

**Social Media Management in 30 Minutes Per Day with Tammie
Carlisle of Milestone Internet Marketing, Inc.**

**Overview of Marin Tourism Activities with Mark Essman of the Marin
Convention & Visitors Bureau.**

**You are invited to register either online with a valid Visa,
MasterCard, Discover or Amex through brownpapertickets.com OR
print our [registration form](#) and send in your RSVP with a check.
Lunch is included.**

Jean Johnstone serves as a Regional Marketing Representative of CTTC, a non-profit organization created to market California as a desirable travel destination and to increase the Golden State's share of tourism-related revenues. Her regions include the Central Coast and Greater San Francisco Bay Area, and within those regions, Jean works with the individual assessed businesses, DMO's, and tourism associations to communicate the marketing and promotional programs initiated by the State. With over 15 years experience working with State tourism, Jean also shares her historical knowledge of state-wide trends.

Tammie Carlisle is a 15 year hospitality industry veteran and has conducted several educational and training sessions for the lodging industry including HSMIA and CLIA. Tammie brings an extensive hospitality sales and marketing background to Milestone and is responsible for developing and maintaining relationships for Milestone with hospitality clients and industry associations in the Western US.

Mark Essman, currently President/CEO of the Marin Convention and Visitors Bureau, has 20 years experience in the business association and hospitality industries. With a BA degree in Journalism from the University of NE and a certification in Economic Development, Mark has accrued over ten years experience in event promotion and small business retention. Originally from Nebraska, he has also been the director of various convention and visitors bureaus, on-site visitors' centers, and managed numerous large indoor and outdoor events in the Midwest region.

September Fall Event Highlights

Taste of Downtown San Rafael: Wednesday, September 22nd from 4:00p.m. to 8:00p.m. The tastings will be located throughout the downtown San Rafael area with restaurants and merchants offering hors d'oeuvres and wine samples as part of the fare. Look for the complimentary cable car shuttle making designated stops to pick up and drop off during the event times.

The event is open to the public, and attendees wishing to participate in the sampling program may purchase a \$25 "Tasting Wristband" prior to the event [via this website](#) or on-site in the downtown plaza. At that point you will receive a wine glass and a map with all of the tasting locations.



Mill Valley Fall Arts Festival: Saturday, September 25th from 10:00a.m. to 6:00p.m. through Sunday, September 26th until 5:00p.m. The [Mill Valley Fall Arts Festival](#) is a high quality arts event. The accent and focus of the Festival is on the fine art work exhibited during this exciting weekend. The entertainment on the main stage, situated in a lovely grove of redwoods, is to enhance the wonderful experience of the art event itself.

Fairfax Body and Soul Festival: Saturday, September 25th from 11:00a.m. to 5:00p.m. at Peri Park in Fairfax. The [Fairfax Body and Soul Festival](#) invites the community to sample organic food, natural products, therapeutic bodywork and healing, health consultations, sustainability education, local artisans and more.



National top three award-winning a cappella sensation Solstice Vocal Ensemble will perform at this year's festival. Music & Yoga taught by Sienna Smith of Yoga Mountain Studio accompanied by Todd Boston.

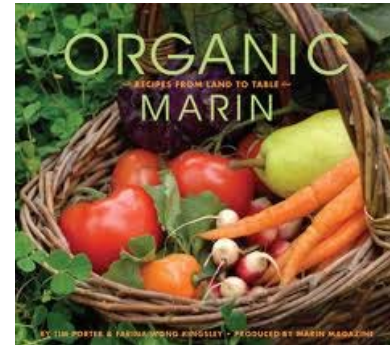
Tickets are \$5 on day of, or support the local businesses by making a qualifying purchase with a Fairfax Chamber of Commerce member to get a complimentary ticket.



Marin's Organic Plus Marin County Farmers Take Organic One Step Further

Marin County growers, among the first in the nation to produce and market organic foods, once again have broken new ground. Looking for a way to distinguish themselves from the growing number of organic competitors, they have come up with their own "Marin Organic" labeling program. In addition to touting the region's 30-plus association with organic foods, farmers see it as a chance to extend the organic movement into new realms.

Working with the county government, West Marin farmers are putting together a certification process, which also takes into account soil conservation, watershed protection and even fair labor practices. Farms, ranches and food processors that meet the requirements of the certification process earn the "Marin Organic" label.



Both the certification process and the "Marin Organic" marketing effort are reactions to the growing size of the organic foods industry. California alone has more than 2,500 registered organic farms and food processors.



The ultimate purpose, says Sue Conley, co-owner of Tomales Bay Foods, Cowgirl Creamery and a project co-organizer, is to emphasize the value of locally grown food in a region where most farms are family-owned and most food has to be trucked in from hundreds of miles away. By putting the "Marin Organic" label on local produce, Marin growers emphasize their commitment not only to organic farming but to local community values as well.

"We think knowing where the food is grown is just as important as knowing that the food was organically grown," Conley says. "The consumer should know what kind of farm it's being grown on, the scale of the farm, and whether or not it's a local farm."



Coastal Cleanup Day
Saturday, September 25, 9am - noon

California Coastal Cleanup Day is the premier volunteer event focused on the marine environment in the country. In 2009, more than 80,600 volunteers worked together to collect more than 1,300,000 pounds of trash and recyclables from our beaches, lakes, and waterways. California Coastal Cleanup Day has been hailed by the Guinness Book of World Records as "the largest garbage collection" (1993). Since the program started in 1985, over 800,000 Californians have removed more than 14 million pounds of debris from our state's shorelines and coast. When combined with the International Coastal Cleanup, organized by The Ocean Conservancy and taking place on the same day, California Coastal Cleanup Day becomes part of one of the largest volunteer events of the year.

Meet at one of the following San Rafael locations:

[Pickleweed Park](#)

[Shoreline Path](#)

[Bay Way Beach](#)

[Gallinas Creek at Embassy Suites](#)

[Mahon Creek](#)

Or find one in another city via the [California Coastal Commission](#) web site.

More information can be found on our web site, including directions, parking, what to bring and how to reduce waste during the event through the BYOB/B/G (Bring Your Own Bag/ Bucket /Bottle/Gloves) program.



Then, head on down to the [Bay Model](#) in Sausalito and take part in the free BBQ, with raffle prizes and other fun activities and information. From noon to 3:00 p.m. at 2100 Bridgeway in Sausalito.

Thanks for taking care of San Rafael and being stewards to the environment.



Travel Trends

Survey: Convention Bureaus' Aggressive Tactics Attract Even Corporate Planners

Nearly four out of five meeting planners use convention and visitors bureaus for at least some assistance in organizing events, according to a *MeetingNews* survey of 200 planners, and the bureaus' role in corporate meeting planning in particular is on the rise as organizations look for ways to cut costs. The bureaus also are more aggressively courting corporate business as they seek to prove their value to members.

MeetingNews research showed corporate meeting planners slightly less likely to get





assistance from CVBs than their independent or association counterparts. Git Rossell, director of strategic sourcing

for meetings management technology supplier StarCite, said StarCite frequently uses the bureaus as an extension of the sourcing team. However, Rossell finds that to be an exception among corporate planners.

"We do rely on them, but a lot of our clients rarely work with them," Rossell said. "It's surprising, but a lot of them are doing a lot of the legwork themselves."

Many CVBs are seeking to change that, said George Odom, senior director of business development for BCD Travel consulting division Advito. With association business dwindling this year in concert with the meetings industry overall, many are taking a more aggressive approach in pursuing corporate meetings, he said.



"The bigger association business is backing off or going to less mainstream cities, so some of the CVBs are realizing that the corporate business is a good market and one they need to be assertive in," he said. "If I look at my crystal ball, the CVBs will become more attuned to the corporate needs and market to them more."



In the past, it was mostly the major cities making presentations, but this year, second-tier cities more frequently have been introducing themselves and offering discounts and rebates to corporate meeting buyers, Rossell said.

Corporate meeting planners now also might be more likely to consider consulting CVBs for their needs, Advito's Odom said. CVBs are a free resource, so not only could they cut costs by doing some of the research work outsourced to destination management companies, they also could take some of the load of the corporate meetings teams themselves, many of which have been reduced in size. Often, corporate planners first contact a CVB to find a DMC and find the bureau can handle what they need, he said.

CVBs also will distribute requests for proposals (RFP) for planners, but *MeetingNews* research showed only about one-third of planners have used them to issue an RFP in the past year.

StarCite's Rossell said often planners will want to pre-qualify vendors before seeking contracts, while many CVBs would be more likely to blanket all potential vendors with proposals. "There are some that are better than others because of how they work," Rossell said.



By Michael B. Baker with Successful Meetings

Did You Know...

Bay Area May Outshine Nation on Jobs Front

The jobs picture for the Bay Area may be brighter in the months ahead than for the nation as a whole. The latest figures for Bay Area unemployment showed San Francisco County's unemployment rate in July was 9.7 percent, above the national average. Other Bay Area counties straddled San Francisco's with Marin at 8.6 percent; San Mateo at 9.4 percent; Contra Costa at 11.7 percent; and Alameda at 11.9 percent.

Amid all that gloom, it's important to remember there's cause for optimism in the Bay Area.

San Francisco Business Times

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

Have fun in Marin County!

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



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

**Marin Convention & Visitors Bureau | 1 Mitchell Blvd., Ste B
San Rafael, CA 94903 | www.visitmarin.org**

