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Year 2010

Dear Valued Business:

The Marin Convention & Visitors Bureau (MCVB) mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

Marin County is rich in remarkably diverse and unique year-round attractions. Visitors can enjoy active outdoor sports and untrammled splendor of our parks, lakes, beaches and bay shores, cultural and arts events and performances, and a broad range of shopping, dining and accommodation options. The bounty of Marin is not constrained by season or lifestyle; nor should the economic benefits of tourism be limited by the month on the calendar or the day of the week.

Nine Marin communities and many hotels are currently members, actively supporting MCVB's goals to enhance the economic opportunities associated with developing tourism and broadening public exposure of the diverse and appealing image of Marin County. We also have over 70 hospitality and other business partners, including restaurants, shopping centers, outdoor activities that support our mission; partnership is an area that we are continuing to grow.

The MCVB is slowly growing and hired a new Sales and Marketing Director and a Partnership Marketing Coordinator in April 2008. The MCVB has established governance, with a Board of Directors and by-laws, and 100% funding is dedicated to tourism operations. Other benefits of MCVB membership / partnership include the following:

- advertising opportunities, including web listings and links
- brochure or menu distribution from our office
- networking / marketing opportunities with other members and partners
- marketing exposure to visitors / corporate travelers
- member communications via the Calendar of Events and monthly newsletters

Now more than ever, adding your support will assist the MCVB in attracting visitors who in turn, eat, buy tickets, shop, play and stay overnight in Marin.

If you have any questions, please contact me at gina@visitmarin.org or call me at 415-925-2060, x. 14.

Kind regards,

Gina Marr
Partnership Marketing Coordinator

