



Benefits of Membership & Partnership

The Marin CVB is hotel-driven and primarily funded by participating local, BID communities and six West Marin lodging properties. Effective January 7, 2011, all participating communities except West Marin properties are required by the County to participate at the 2% funding assessment. West Marin properties are still at the initial 1% funding assessment.

- Organized structure with full time staff/support
- Established governance/by-laws/board of directors
- 100% funding dedicated to tourism operations
- Specialized BID benefits for participating lodging properties
- Website presence/links; additional Website programs include the following:
 - Event calendar
- Direct referrals
- Marketing exposure to visitors/corporate travel
- Representation at functions/public meetings/events
- Complimentary distribution of menus / collateral in our Visitor Office
- Additional networking/ educational / marketing opportunities available
- Additional investment required for co-op promotional and marketing / advertising opportunities, including trade shows (local, regional, national)