



## **Benefits of Membership & Partnership**

The Marin CVB is hotel-driven and primarily funded by participating BID communities, plus Tiburon and the West Marin Visitors Bureau, meaning that all participating lodging properties pass through an additional 1% self assessment to their guest's room bill. Effective January 7, 2011, all participating communities except the West Marin Visitors Bureau are required by the County to participate at the 2% 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 (Up to 3 website listings / locations); additional Website programs include the following:
  - Event calendar
  - Coupons
  - Press Releases
- Monthly e-newsletter and "Member of the Month" feature
- 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 will be available in 2011
- Additional investment required for co-op promotional and marketing / advertising opportunities, including trade show –local/regional/national