



Membership Guidelines

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization funded by specific community Business Improvement Districts (BID). The MCVB represents nine Marin communities: Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, San Anselmo, San Rafael, Tiburon, and the Point Reyes Visitors Bureau.

We promote Marin County as an overnight destination through marketing programs, collateral materials, trade missions, and partnerships with other industry-related organizations. Our mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

The Marin CVB is member driven, meaning that all lodging / hotel properties within participating business improvement districts, Tiburon and the Point Reyes Visitors Bureau are marketed through our organization. In addition, we also build partnerships with non-lodging members that are within the visitor market, such as restaurants, shopping centers, recreational activities, and tours to just name a few.

Annual membership rates for non-lodging businesses are classified on categories and rates dependent on nature of business, such as attractions, restaurants, shopping, services, event and meeting space, trade associations, etc. Rates are affordable and range from \$100 - \$750 a year, with a variety of benefits.

The Marin CVB provides other types of memberships, such as trade, complimentary, and discounted memberships to non-lodging businesses.

Trade memberships stem from business relationships that have special requirements that exceed normal membership processes, such as benefits that the Marin CVB receives from a FAM tour or special package. For instance, a business provides a free tour for a FAM group and we provide them a trade membership for 1 year.

The Marin CVB does extend complimentary memberships out to select businesses that provide a service / benefit to the community. These businesses are selected on a first come, first serve basis and cannot exceed 4 per year.

Based on certain non-lodging, small businesses that provide a service to the community, the Marin CVB can offer discounted memberships as well. These discounted memberships will be discussed with the President, in which he makes the final decision. Discounted memberships will not exceed 4 per year.