

Marin, just a little out there



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⇒ FORWARD TO  
A FRIEND

## Member of the Month May 2010

PARK AVENUE  
CATERING

**Park Avenue Catering Co. celebrates the bounty of Northern California season by season, always pleasing clients with delicious food and outstanding**

**presentation. Cooking with local products such as gourmet mushrooms and olive oils, farmers market tomatoes, baby greens and berries, and artisan breads and handcrafted cheese is another reason each dish is so good. The key is to convey freshness and abundance with every meal.**

**Executive Chef Bruce Riezenman is the driving force behind Park Avenue Catering Co. The company was founded in 1989 when Bruce decided to expand on his talents as a successful restaurateur, and bring his fine dining menus to the extraordinary venues of Sonoma County's Wine Country. Having established a reputation for culinary creativity, boundless energy and an eye for detail, Bruce has the vision that keeps Park Avenue Catering Co. growing. With the combined talents of his kitchen crew, sales team and event staff, Park Avenue Catering Co. now specializes in catering and event production throughout Northern California.**



**Voted "Best Caterer in the North Bay"  
[NORTHBAYbiz Magazine](#)**

*[Park Avenue Catering](#) has been a member of the MCVB since July of 2007*



## Marin Goes to Washington

Christo and Jeanne-Claude: *Remembering the Running Fence, Sonoma and Marin Counties, California, 1972-76*

A Documentation Exhibition  
Smithsonian American Art Museum  
April 2, 2010 - September 26, 2010

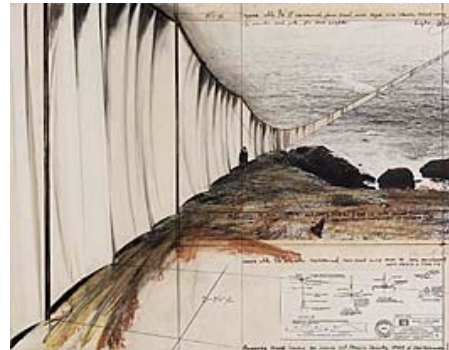


On April 1, 2010, Christine Bohlke and Anuschka Schneider of the Marin Convention & Visitors Bureau, traveled to Washington D.C. to attend the Gala Opening of the *Running Fence* and to represent Marin County along with other dignitaries from the Bay Area. Media coverage was represented by [Arts Media](#), [New Yorker](#), CBS, 60 Minutes, and [Vanity Fair](#).

The most lyrical and spectacular of Christo and Jeanne-Claude's epic projects was the *Running Fence*. It consisted of a white fabric and steel-pole fence, 24 1/2 miles long and 18 feet high, across the properties of fifty-nine ranchers in Sonoma and Marin Counties. The project attracted far wider public involvement than any previous work of art, including eighteen public hearings, three sessions in the Superior Court of California and the first environmental impact report ever done for a work of art. Paid for entirely by the artists, the *Running Fence* existed for only two weeks. It survives today as a memory and through the artwork and documentation by the artists through drawings, collages, photographs, components, and a film acquired by the Smithsonian Museum from the artists in 2008.

[The exhibition](#), which features more than 300 objects, celebrates this significant acquisition and re-assesses after thirty years, the impact of one of the artists' best-known projects. In addition, the exhibition will introduce the *Running Fence* to a new generation that has grown up since its creation.

At this writing, there will be a full page ad by the Smithsonian American Art Museum in the [New York Times Sunday](#), April 25, 2010 page 29 edition. There is currently a [Wall Street Journal](#) article published for online viewing.



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Below are first hand experiences from our two MCVB employees who attended the Washington D.C. Gala event:



*Christine Bohlke, Sales and Marketing Director~*

"What a wonderful experience I had attending Christo and Jean-Claude's *Remembering the Running Fence* exhibit and reception at the Smithsonian in Washington, DC. It was an absolute thrill to meet in person the artist Christo. He graciously gave our group a personal tour of the *Running Fence* exhibit being shown at the Natural Museum of Art. He answered many questions that our group asked him such as gaining approval from the ranching and political community to build the fence, and the

challenges of the actual construction of the *Running Fence*. The Fence is something we should all be very proud of here in Marin County. Christo and his wife Jean-Claude are highly respected in the artist community here in California and through out the world. I will cherish this once in a life time opportunity for some time to come."



*Anuschka Schneider, Marketing Administration Specialist~*

"I'm really glad I had the opportunity to go to Washington DC. Not only because I have never been in the beautiful city, but that it was really exciting to meet Christo in person and to be a part of the opening event. Together with ranchers, who were involved in the project, we went on a private tour with him to see the exhibition. Even though it was more than 30 years ago that the project was done in Marin County, Christo is still very passionate about his

*Running Fence*. He explained the 42 month development and construction process in detail and took the time to answer questions from guests. Following the tour was the reception, where local products from Marin were offered (e.g. Cheese from Cowgirl creamery), and a film documentation of Christo's art project in Marin/Sonoma was shown. Overall, it was a very successful event for both the Smithsonian and Marin County. I would encourage everyone who visits Washington D.C. to see Christo's *Running Fence* exhibit. I think it is also very special that the admission to all Smithsonian museums is free."



## MCVB NEWS

### **NEW: Search Engine Services for Members and Partners**

If your website needs better visibility and placement on the web, the MCVB is now offering selective site enhancement packages designed to upgrade and optimize your website. We can provide you with the building blocks to increase your exposure on the web including key word placement embedding in both text and pictures, meta-tags, how to set up and utilize a social networking site, international keyword insertion, and other enhancements depending on your needs. We designed this as a [service](#) to our members who do not have access to optimization resources or have limited funds to devote to their site. Our services are meant to help you increase placement on the web for minimal costs and resources to you. You are welcome to review [service pricing here](#).

### **MCVB Attends Destination Day in Sacramento**

Christine Bohlke and Anuschka Schneider from the Marin CVB attended the first annual California Travel & Tourism Commission Destination Day in Sacramento. Attendees enjoyed a half day of informative programs and speakers, all geared toward providing valuable information to California's CVBs, Chambers of Commerce, Destination Management Organizations and all travel industry partners currently active in destination marketing.

### **Web Banner Advertising Opportunities - Open for Members and Partners**

The Marin Convention & Visitors Bureau is offering the opportunity to [advertise](#) on its five top viewed web pages at [www.visitmarin.org](http://www.visitmarin.org). Each month, the website on average, receives 63,000 to 80,000+ page views depending on the season. *Visit Marin* has achieved a Google page rank of 1; *Marin County* a page rank of 4, and *Marin* a page rank of 6.

All ads will be tracked by ClixTrac so that we know exactly how many people are viewing and clicking on your banner images and hyperlinks. This enables you to fine tune your marketing plan and determine which banners are most popular with your website visitors.

Contact [Mark Essman](#) if interested in either SEO Services or Web Banner Advertising.



## MCVB Hosts Visitor from Italy

Carlotta Casotto, a 25-year-old tour leader from Italy, observed the MCVB board in action at our April 27th board meeting. Casotto was part of a Rotary exchange group from the Treviso region of Italy, which is in the Province of Venezia (Venice). This exchange of young professionals is conducted annually by Rotary clubs throughout the world as part of Rotary's mission to create peace and understanding between nations.

Casotto has degrees in several languages and leads tours for German and French visitors throughout the Treviso region. She wanted to meet with members of the MCVB, because she was very interested in how tourism operates in the United States. In Italy tourism agencies operate under the direction of the government, because tourism is such a large part of Italy's economy. In addition to attending the MCVB board meeting, Casotto spent time with CEO Mark Essman discussing the differences between the two countries in how tourism is conducted.



## Travel Trends *U.S. Travel Promotion Act*

The Travel Promotion Act, signed by President Obama in early March, establishes a public-private partnership with a board that will coordinate advertising and campaigns. Its passage was prompted by a two-year effort by tourism executives to get federal help to stem a ten percent decline in foreign travel over the past decade.

The program is funded by a \$10 fee on foreign visitors who don't need a visa to enter the country. The visa waiver applies to about 30 countries, which account for the majority of tourists.



California is in a strong position to get some of the federal money, not only because it is an international point of entry and has so many attractions, but also because "we have a commission. We are adequately funded and we have a plan," said Caroline Beteta, chief executive of the California Travel & Tourism Commission in Sacramento.

The state's tourism industry started a self-assessment to bolster tourism marketing in 1998, when its total marketing budget was \$7 million. That assessment gave the Travel & Tourism Commission almost its entire \$50 million budget last year.

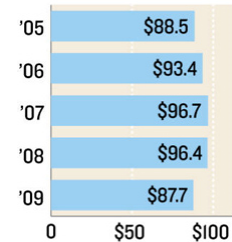
Sacramento has the second-oldest tourism business improvement district in the state, behind West Hollywood. Sacramento's hospitality industry approved the self-assessment in 2000, with the first money rolling into the Sacramento Convention & Visitors Bureau in 2001.

Since then, San Francisco launched a tourism business improvement district five years ago, San Diego put one together 18 months ago and Los Angeles is just getting started, said Steve Hammond, CEO of SCVB. Some of those larger cities will be able to spin off \$30 million each into marketing annually. But they won't be able to do enough individually, he said.

"If everyone collaborates, we can certainly do a lot better," he said. "Just think about it for a minute. We're the United States, a huge destination, and we've never had a federal travel office."

### California tourism revenue

In billions



Source: California Travel & Tourism Commission

*By Mark Anderson, Staff writer at Sacramento Business Journal  
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## The Marin Convention & Visitors Bureau May 2010 Newsletter

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](http://www.visitMarin.org)

**Marin Convention & Visitors Bureau | 1 Mitchell Blvd., Ste B  
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