

**2017 WFA ACHIEVEMENT AWARDS PROGRAM**  
**Marketing & Media**  
*FORM FOR DIVISIONS 1 – 8*

Fair Name: Marin County Fair

Division #: 7 Title: Interim Event Rentals -  
Innovative Marketing Strategy / Concept

Class #: 2

Marketing Goal: Our marketing goal was to add a FREE email newsletter each month to highlight the programs and events at Marin Center.

Marin Center hosts more than 525,000 people each year on our campus not including the bi-weekly Farmers Market. Our events range from the Marin Symphony and the Russian National Ballet, to the Bioneers, Diana Ross, and everything in between. We also host a robust visual arts exhibition program at three separate galleries (the Redwood Foyer Gallery, the Bartolini Gallery and the Civic Center Galleries) showcasing the diversity and creativity of talent in Marin County.

This monthly e-newsletter allows us to showcase the range and scope of events and programs and links directly to our ticketing website for ease of purchase. Our rental clients are pleased with the success of the newsletter as are our patrons who are continually moving to digital ways of getting entertainment and cultural information.

● Form of Promotion (what type of promotion was it and where did it appear) &

Who was your target market?

Staff produced a new monthly e-newsletter featuring monthly events, exhibits, campus news and special announcements. Our target audience includes culture seekers, art enthusiasts, artists and collectors.

What was the ROI or outcome? Each e-newsletter goes to 65,000 unique emails on the first of every month. The local community has responded very positively to the visual arts spaces and as a result many artworks have been sold. The funds gained from these sales support the Marin Cultural Association. We average a 12% open rate which is above average for this type of promotion. Our rental clients are incredibly pleased with this additional free promotion and our patrons appreciate the monthly reminder of our varied events and programs.

# County of Marin - Bulletin Detail Report



Subject: Marin Center Newsletter - November 2017  
 Sent: 11/01/2017 04:02 PM PDT  
 Sent By: lgarrison@marincounty.org  
 Sent To: Subscribers of Marin Center / Marin County Fair

# 64,413

Recipients

- Email
- SMS
- Facebook
- Twitter
- RSS



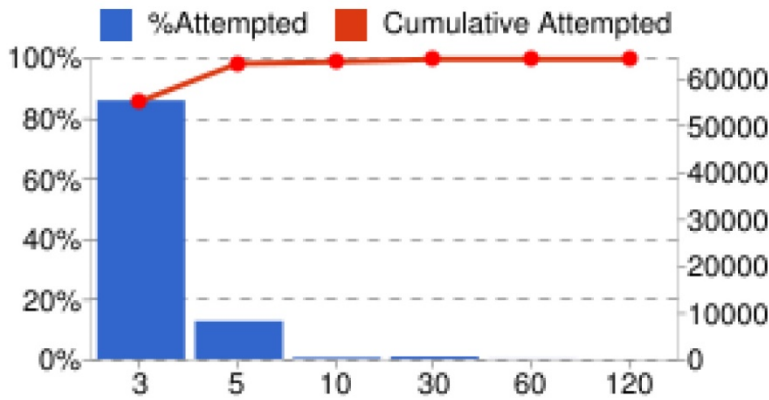
# 99%

Delivered

- 0% Pending
- 1% Bounced
- 16% Open Rate
- 1% Click Rate



## Email Delivery Stats



Minutes	Cumulative Attempted
3	86%
5	98%
10	99%
30	100%
60	100%
120	100%

## Delivery Metrics - Details

**64,413** Total Sent  
**63,720 (99%)** Delivered  
**0 (0%)** Pending  
**693 (1%)** Bounced  
**104 (0%)** Unsubscribed

## Bulletin Analytics

**13,470** Total Opens  
**10441 (16%)** Unique Opens  
**610** Total Clicks  
**512 (1%)** Unique Clicks  
**15** # of Links

## Delivery and performance

*These figures represent all data since the bulletin was first sent to present time.*

	Progress	% Delivered	Recipients	# Delivered	Opened Unique	Bounced/Failed	Unsubscribes
<b>Email Bulletin</b>	Delivered	98.9%	64,413	63,720	10441 / 16.4%	693	104
<b>Digest</b>	n/a	n/a	0	0	0 / 0.0%	0	0
<b>SMS Message</b>	Delivered	0.0%	0	0	n/a	0	n/a

## Link URL

### Unique Clicks

### Total Clicks

<a href="https://tickets.marincenter.org/eventperformances.asp?evt=...">https://tickets.marincenter.org/eventperformances.asp?evt=...</a>	91	125
<a href="https://public.govdelivery.com/accounts/CAMARIN/subscriber...">https://public.govdelivery.com/accounts/CAMARIN/subscriber...</a>	104	108
<a href="http://www.marincounty.org/depts/cu/calendar">http://www.marincounty.org/depts/cu/calendar</a>	51	78
<a href="https://tickets.marincenter.org/eventperformances.asp?evt=...">https://tickets.marincenter.org/eventperformances.asp?evt=...</a>	59	67
<a href="https://tickets.marincenter.org/eventperformances.asp?evt=...">https://tickets.marincenter.org/eventperformances.asp?evt=...</a>	56	60
<a href="https://www.marincounty.org/depts/cu/calendar">https://www.marincounty.org/depts/cu/calendar</a>	50	55
<a href="https://www.marincounty.org/depts/cu/art-exhibits/friends-of-...">https://www.marincounty.org/depts/cu/art-exhibits/friends-of-...</a>	45	51
<a href="https://www.marincounty.org/depts/cu/art-exhibits/civic-cent...">https://www.marincounty.org/depts/cu/art-exhibits/civic-cent...</a>	35	42
<a href="https://www.marincounty.org/depts/cu/tours">https://www.marincounty.org/depts/cu/tours</a>	12	15
<a href="https://www.facebook.com/MarinCenterPresents">https://www.facebook.com/MarinCenterPresents</a>	4	4
<a href="https://twitter.com/marincenter">https://twitter.com/marincenter</a>	3	3
<a href="https://twitter.com/maringov">https://twitter.com/maringov</a>	1	1
<a href="https://insights.govdelivery.com/Communications/Subscriber...">https://insights.govdelivery.com/Communications/Subscriber...</a>	1	1
<a href="http://www.youtube.com/maringchannel">http://www.youtube.com/maringchannel</a>	0	0
<a href="https://www.facebook.com/CountyOfMarin?sk=wall">https://www.facebook.com/CountyOfMarin?sk=wall</a>	0	0



September 2016

# MARIN CENTER NEWSLETTER

## News & Updates

### This Month at Marin Center

Welcome to our new monthly e-newsletter! We're thrilled to bring you the latest news about our exciting events and programs happening on our campus.



### Pardon Our Dust!

You may have noticed the construction along Civic Center Drive as you come to our campus. We are thrilled to tell you this project will soon bring improvements for traffic, bike riders and pedestrians at Marin Center and the Marin County Fairgrounds.

Our events and programs will go on as planned, but traffic will be somewhat impacted during construction. The end result will be a new roundabout at the intersection of Civic Center Drive and Peter Behr Drive which will ease traffic congestion after our popular events and programs. The County is allocating \$4.1 million for construction of accessible pedestrian and bicycle pathways, lighting, landscaping, improved drainage, signage and the roundabout and other road improvements. The improvements will also provide seamless connectivity between the SMART station, Marin Center, the Veterans Memorial Auditorium, Lagoon Park, the government offices at the Civic Center and an anticipated permanent farmers market facility on the existing Christmas tree lot.

[Read More](#)



### About Marin Center

Marin Center performances have delighted Bay Area audiences for nearly 30 years. As the major performing arts, events center, and fairgrounds in Marin County, Marin Center serves the community by presenting and expanding a variety of multi-cultural theater presentations, affordable rental venues, and professional expertise. Bringing music, dance, and performance of all kinds to audiences around the Bay, attendees also enjoy visiting the beautiful Marin Veterans' Memorial Auditorium inspired by renowned architect Frank Lloyd Wright.

[Visit Website](#)

## September Events Calendar

[See All Events](#)



### Festival Independencia Salvadoreña

SATURDAY, SEPTEMBER 24

SC Productions International presents the FESTIVAL INDEPENDENCIA SALVADOREÑA 2016, which celebrates the traditions and customs of El Salvador, in order to join the Salvadoran community in an atmosphere of harmony and respect cultivating the cultural values of El Salvador.

[Get Tickets](#)



### SF Comedy Competition

FRIDAY, SEPTEMBER 9  
SATURDAY, SEPTEMBER 17

Anne and Jon Fox of San Rafael have once again put together an amazing field by scouting acts who come highly recommended as well as viewing videos submitted by hundreds of hopefuls who know success in this event promises a rewarding career to follow, not to mention a piece of a \$15,000 prize fun.

[Get Tickets](#)



### Gem Faire

FRIDAY, SEPTEMBER 16, SATURDAY  
SEPTEMBER 17, SUNDAY SEPTEMBER 18

Gem Faire is one of the largest gem, jewelry & bead shows in the United States. With nearly 50 shows a year, Gem Faire brings to the west coast, and some areas of the Midwest, quality gems, beads, crystals, minerals, findings and earth treasures directly to your town. Gem Faire vendors offer quality merchandise at manufacturers' prices.

[Get Tickets](#)



### CLIF Bar CykelScramble

SATURDAY, SEPTEMBER 24

CLIF Bar CykelScramble is a bike relay race, but let's be honest, it's not just about the bike. We've got a super-sweet band, food trucks, a beer garden, and lots of other fun stuff in the works. FOUR riders. ONE bike. ALL skill levels welcome. Don't miss the totally awesome bike relay race with obstacles and other crazy stuff!

[More Info](#)

## More September Events

Marin Speakers Series, Madeleine K. Albright  
Monday, September 26

Marin Speakers Series, Madeleine K. Albright  
Thursday, September 29

Italian Film Festival - The Legendary Julia  
Saturday, September 24

Italian Film Festival - Mafia and Red Tomatoes  
Sunday, September 25

American Heart Association Marin County  
Heart Walk  
Friday, September 30

[More info](#)

## Tidbits



### The "Wright" Stuff

Did you know you can take a docent-led tour of the Marin County Civic Center? Join us for a behind-the-scenes tour of our beloved Marin County Civic Center designed by renowned architect Frank Lloyd Wright. The Marin County Civic Center (1957) is one of the last major works of Wright's career and his only realized project for a government entity. You'll get access to the Marin County Board of Supervisors Chambers and their private balcony, you'll be eye level with the building's iconic blue roof, you'll see custom furniture designed by Frank Lloyd Wright and built by inmates from San Quentin's wood shop, and you'll learn the complicated and scandalous history of the creation of the building from specially trained docents. Tours are Wednesdays at 10:30am and leave from the Civic Center Café, room 233.

[Get Tickets](#)

## Exhibits



### Abstracted Visions

SEPTEMBER 1 - DECEMBER 15  
Redwood Foyer Gallery

This special exhibit in the Marin Veterans' Memorial Auditorium Redwood Foyer features more than 50 paintings and drawings by some of Marin's most creative abstract artists. Abstract art uses shape, form, color and line to create a composition, independent from visual references in the world.

### Opening Youth to Nature

SEPTEMBER 29 - JANUARY 2017  
Civic Center Gallery

Opening Youth to Nature includes 90 photographs by young women that feature our Marin County Parks from their own viewpoints: empowering these youth with a new method of showcasing their perspective on life and the world. The exhibit is organized by Opening The World, a Marin County grassroots community program designed to empower and expose young adults at risk to a world outside of their own through volunteer, educational and cultural experiences within their community and abroad.

[Visit Website](#)



For all the latest and greatest info on our events and programs, follow us on Facebook and Twitter and stay in the know!



[facebook](#)

**PDF Entry Information**

**Exhibitor Name:** Elisa Seppa

**WEN:** 91C14A

**Division:** Section 1.3 - Media & Marketing

**Class:** 07 Interim Event Rentals Innovativ

**Title:** Marin County Fair

**Description:**

**Notes:**

-----  
-----  
-----  
-----  
-----