

City of Calistoga

Staff Report

TO: Honorable Mayor and City Council
FROM: Raquel Cantillon, Administrative Analyst
DATE: May 6, 2008
SUBJECT: Quarterly Report and Presentation by the Calistoga Chamber of Commerce.

APPROVAL FOR FORWARDING:


James C. McCann, City Manager

ISSUE: Receive the Quarterly Report from the Calistoga Chamber of Commerce.

RECOMMENDATION: Receive presentation.

BACKGROUND/DISCUSSION: The economy of the Calistoga area is dominantly focused on visitor-serving industries. The City receives the lion's share of its revenue from taxes on this industry. The City has long recognized this fact and has proactively and aggressively promoted and marketed our community to the visitor industry through a marketing and promotional contract with our Chamber of Commerce. The Chamber's contract calls for quarterly reports (these are submitted in writing and distributed to the Council) as well as an annual verbal presentation to the City Council. This evening the Chamber will present their Quarterly Report of marketing and promotion efforts, website and internet activity, as well as the quarterly financial report and statements.

FISCAL IMPACT: None at this time.

ATTACHMENTS:

1. Quarterly Report (Provided by the Calistoga Chamber of Commerce)

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Quarterly Report
Calistoga Chamber of Commerce
On the Promotion of Calistoga as an Overnight Visitor Destination
PRESENTED TO: City of Calistoga
For the Quarter Ended: March 31, 2008
On behalf of: Board of Directors,
Calistoga Chamber of Commerce & Visitors Center

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- **Wolf Communications quarterly PR Report** p7
 - **PR efforts produced editorial coverage**
 - **media from newspapers, magazines, and commercial publications.**

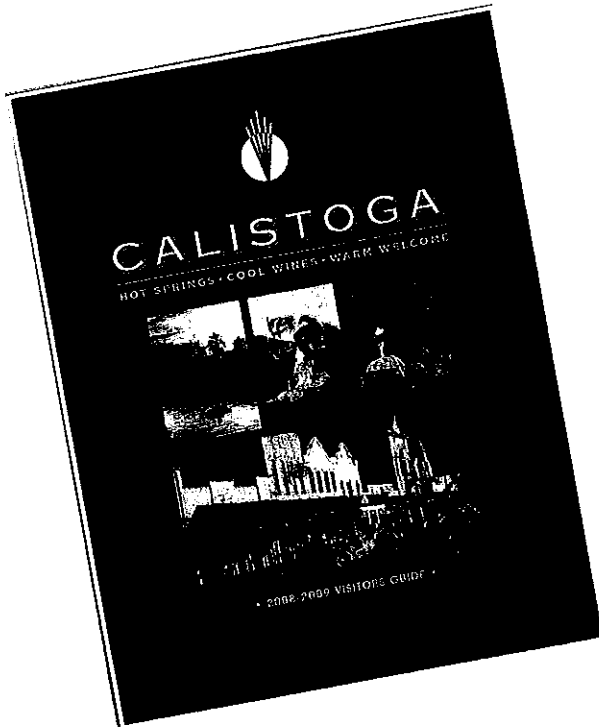
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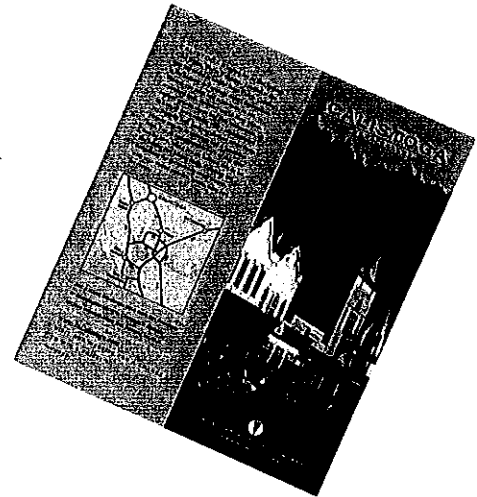
New Chamber Visitors Guide

A new 2008 2009 Visitor Guide is in final review and will present a new larger format look for Calistoga. More than just advertising and lists, the new design is full of colorful history and current information about Calistoga including a plethora of photographs depicting the pleasures to be found here.



Another added feature is that the Visitors Guide will have a electronic companion version available on CD that will be able to be mailed or which can be downloaded from the website. This will allow us to get the word out about Calistoga electronically, which is where trends show the majority of travelers are making buying decisions.

We have designed a tri-fold rack card that will be efficient for mass mailings as well as trade shows and state visitor centers. We are doing away with the historic 4x9inch Calistoga guide and going to a full magazine size publication. This will give us an opportunity to tell our story with more pictures and better stories that will entice the potential tourist to make that first visit.



We are also taking the Chamber Business related material which has been in our “one size fits all” publication and putting it in its own book. This will be distributed locally and will be of greater value to our local serving members as well as our community as a resource guide for what is available for them in Calistoga.



Calistoga at the LA Times Travel Show in Long Beach, where 14,000 independent travelers had the chance to hear about us and pick up information

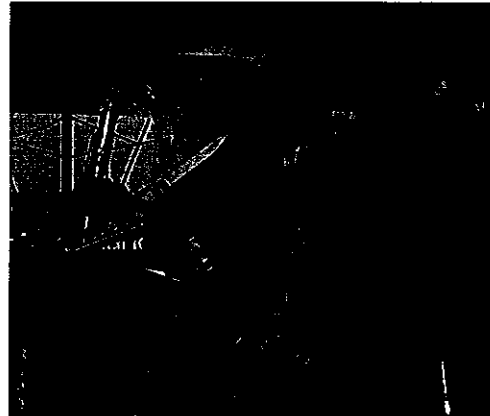
Los Angeles Times Travel Show

**In February
Calistoga was a
First Time Partici-
pant in the largest
independent trav-
eler event on the
West Coast.**

Twice as much Mustard, Mud & Music – and Art!

Calistoga's annual spring jazz and wine tasting Mustard Festival event, **Mustard, Mud & Music**, has been voted **Napa Valley's Best Music Festival** by the Weekly Bohemian's Readers Poll. This year there were two days, Saturday March 8 & Sunday, March 9, to stroll Calistoga's streets, taste great wines and listen to the Bay Area's best jazz artists playing in stores, restaurants and public spaces all over town.

For those folks over 21, they could buy a Jazz Pac (a souvenir wine glass, tasting tickets and an event schedule and map) at the Calistoga Chamber & Visitors Center, or at Bank of the West. Friendly volunteers throughout town were available to provide directions and information as well as raffle tickets for terrific prizes with part of the raffle ticket sales benefiting the Calistoga Boys & Girls Club.



To add to a perfect weekend, the Calistoga Art Center (CAC) presented the **Mustard Arts Fete**, a CAC members' show celebrating the presence of mustard in the Napa Valley. The show which was on display at the Calistoga Chamber building at 1506 Lincoln Ave., started with an artists' reception. Those who came to see the show voted for a your People's Choice Best of Show, Most Out of the Box, Best Yellows, and Most Representative of Calistoga. The numbers of visitors and votes cast amazed even the organizers!

In The Media

KANSAS CITY STAR Trip Wire 01-19-2008At this festival, mustard loving is a must. You can see the golden blooms of wild mustard in Napa Valley in February and March, and you can celebrate the condiment during a two-month-long festival. The 15th annual Napa Valley Mustard Festival is scheduled for Feb. 2 to March 29.

Among other events: "Mustard, Mud & Music — A Calistoga Jazz Festival," March 8 and 9 in Calistoga, Calif.....



Owning a Small Piece of Big Luxury 01-21-2008 For much of shopping history, if you couldn't afford to buy something luxurious, but wanted it, your strategy usually went like this: Buy it on credit

....Today, there's a new plan. Instead of purchasing an entire mansion or Ferrari, many people are buying just a piece of it, to save on overall cost and reduce ownership hassle. In Napa Valley, at the Calistoga Ranch, if you have an extra \$400,000 or more, you can own the right to come and go as you please at the various lodges, as long as you call ahead. The idea is that you have this vacation home, without the hassle of maintenance and with various perks, like a place to store your wine. You can go on a balloon ride at a moment's notice, or have your private chef come to your lodge. It's expensive, to be sure, but cheaper than hiring a private chef to stay in your vacation home year around and hiring a spa staff and maintaining all of the other luxuries the spa provides.



Italian produces top cabernet 01-16-2008 At the top of the Napa Valley, in the picturesque town of Calistoga -- mostly known for its outstanding spring water -- you'll find

another excellent source for a drink. The drink is wine and the winery is Gianni Paoletti, which sounds like it should be in Italy but is actually here by way of an Italian immigrant who became a successful restaurateur in Los Angeles.Money does buy the ability to plant, grow and nourish vineyards, and in this case it was done well from the old Silverado Trail vineyard land. Production is small and wines are released late after extensive barrel and bottle aging, which adds a level of softness to them. They drink excellent out of the bottle.

OnTheEdge Winery was pleased to receive a rating of 90 from Robert Parker for their 2002 Cabernet Franc Frediani Vineyard



America's Top Hot Spring Spas Pamela Price In California's Napa Valley, Calistoga is a geological mix of steaming geysers and hot marshlands that combines mineral water with volcanic ash from nearby St. Helena (not to be confused with Mt. St. Helens). It's been one of the area's main attractions since 1860. Here, the 89-room cot-

tage-style Solage Calistoga has a co-ed geothermal pool and separate men's and women's hot therapy and cold plunge pools in a 20,000-square-foot facility. Their "mud tender" creates custom-blended mud cocktails for the spa's Mudslide Experience, a three-part circuit: The Mud, The Waters and The Rest.....

Quarterly Report to City of Calistoga
Quarter Ended March 31, 2008

When Mother Nature created thermal springs, she didn't consider zip codes. Case in point, **Harbin Hot Springs**, which sprawls across more than 2,000 acres in California's somewhat remote Lake County (a 2 1/2 hour ride from the airport in Sacramento or San Francisco). This is where the aquatic body work called Watsu originated, along with water dance and other esoteric treatments inspired by natural hot springs. Hot springs are the nerve center of this rustic resort, which was first developed in the 1870s. Accommodations are television-, children- and stereo-free. This spa is as natural, extending to their clothing-optional bathing policy.



14 Romantic Hotels January 18, 2008 **Napa ValleyHideaway Cottages**

For more than 100 years, people have flocked to Calistoga for its natural hot springs and mineral-rich waters, which have been said to cure everything from arthritis to chronic fatigue syndrome. The stucco bungalows at Hideaway Cottages were built in the 1920s and '40s to cater to wellness seekers and still serve as a home base for such guests today. Scattered on two and a half acres planted with sycamores, elms, and the oldest cork oak tree in the Napa Valley, the 17 cottages are all configured differently—some have a sitting room in addition to a bedroom, a bathroom, and a kitchen; others have a private patio—but all are located a few steps from a swimming pool and a hot tub filled with Calistoga's legendary water. The property is just two blocks from Calistoga's quaint main street, and a short stroll from the 56-year-old Dr. Wilkinson's Hot Springs Resort (owned by the same family as the Hideaway Cottages). There, guests can get The Works: a soak in a mineral mud bath, a lavender mineral whirlpool bath, time in the steam room, a blanket wrap, and a 30-minute almond-oil massage.....

Helium Report 2-18-2008

Wine and mud may seem like odd bedfellows, but in Calistoga, Calif., on the northern edge of Napa Valley, the two go hand in hand. Tourists flock to this corner of wine country to dip themselves in the mineral rich mud and natural hot spring-fed pools at the spas that line downtown Calistoga, and of course enjoy the area's most famous agricultural offspring, wine. The Lodges at **Calistoga Ranch**, a fractional ownership development on the property of a five-star hotel, is one of the few private residence clubs in Napa for those second home shoppers looking for an alternative to a traditional vacation home.



Sunday, February 10, 2008

Boy, do I need a break from wine. Don't get me wrong; I love wine. For the

past two days, my husband and I have been sampling it all over Sonoma and Napa counties. It's been luscious. But I'm ready for some water. And a beer.

I find both in Calistoga, along with an adorable, cheap place to stay. In California's wine country, where it's easy to drop \$1,000 a day on food and lodging, this little town at the northern end of Napa Valley — about 20 miles east of Santa Rosa — is the perfect place for those of us on a budget.

We're staying at the **Calistoga Inn, Restaurant and Brewery**. Our clean, cozy \$75 room over the bar (and they did warn us it would be noisy) has a comfortable queen-sized bed, a sink and a fan. The bathrooms are down the hall. Thus, most of our fellow guests are Europeans. ... downstairs is a restaurant and a bar that serves its own brews. I eventually wind up developing a fondness for its red ale. But first, I down a bottle of Calistoga's signature beverage — mineral water from the natural springs that have made the town famous since the late 1800s.

Quarterly Report to City of Calistoga
Quarter Ended March 31, 2008

The town is well-known as a place to both drink the water and soak in it. This time of the year, you can relax or swim in **Calistoga Spa Hot Springs** pools for \$15. While you're soaking, you can consider wallowing in mud. That's the other thing Calistoga's known for: mud baths made from mineral water mixed with volcanic ash that fell millions of years ago from nearby volcanos At some spas, you are slathered with a body masque of mud from a jar and lie on a steam table looking like a big mud pie. Then you take a shower.

Calistoga's hot springs make a dramatic appearance about once an hour in the form of the town's **Old Faithful** Downtown, I find some intriguing shops.....I'm tired of frou-frou food, so I walk down to **Buster's BBQ** for some barbecued ... steak. Well, it's different from Texas barbecue and a bit sweet but tasty.

There are plenty of wineries in Calistoga, including **Chateau Montelena**, which has gorgeous gardens to stroll through. It's just down the street from the geyser. Who knows? By tomorrow, I might be ready to get back to the grape.

The New York Times

36 Hours in Napa Valley February 10, 2008

This article was very perceptive, had many photos and started with the suggestionstart your tour in Calistoga....

"Friday 3 p.m. Winter's calm makes this a great time to explore Napa's winding roads on bicycle, as traffic slows to a mellower clip. Some of the prettiest roads are found around Calistoga, a funky and unstuffy town on the northwest tip of the valley — a bit of whiskey before the pinot. The **Calistoga Bike Shop** has sturdy rentals starting at \$10 an hour For your first taste of Napa, pedal two miles to the Michael Graves-designed **Clos Pegase Winery** and feel the terroir under your tires. ...7:30 p.m.

Fussy marble, garish fountains, overdramatic underlighting — Napa's fancy sheen can obscure its simple, earthy charm. For a taste of the valley's homey side, try the **Wappo Bar & Bistro**, a shoe-box-size restaurant where locals mix easily with wine-chasing tourists. It feels like a country inn, but the food is international.....9:30 p.m..... Beer in Napa? It might sound like blasphemy, but the **Calistoga Inn Restaurant & Brewery** makes a mean Pilsener, along with various ales and stouts ... The wood-paneled watering hole, after all, has live music every night — and who wants to drink merlot while dancing to rock? Besides, there's plenty of time for wine tomorrow..... Saturday 9 a.m. Calistoga's name has been mud, or at least synonymous with it, ever since the Gold Rush pioneer Sam Brannan dipped into the Wappo tribe's ancient mud baths. With manicured lawn and white cottages, the **Indian Springs Resort and Spa** resembles a colonial hill town under the British Raj and claims the title of the oldest continually operating spa in California. ... 11 a.m. If you walk around Calistoga long enough, you'll eventually stumble upon the unassuming **Sharpsteen Museum** ... Like the town itself, this charming collection of local history, Indian artifacts and Disney cartoons (you'll see) hasn't yet polished away all traces of quirkiness. A 32-foot-long diorama depicts the town's early vacationers at lay... Noon... Time to see what this valley's made of. Grab a picnic-friendly sandwich (\$5 to \$9) from the **Palisades Deli Cafe**) and hit the vineyards. With hundreds to choose from, there's no perfect lineup. But the following offer personality,, **Casa Nuestra** offers another take on old California informality — just ask the goats out front that clamor for snacks, emboldened by having a blend named after them (Two Goats Red)..... 5 p.m..... The precious town of St. Helena, eight miles southeast of Calistoga, is a shopaholic's delight.....

Darn...and they were doing so well up to this point... ..

Wolf Communications PR & Events

The following contacts during the last quarter represent pending books and articles. The following page (page 8) represents published articles and their value based on advertising rates in the particular publication.

Magazines

Romantic Destinations	Sherra Meyers	55,000	Assignment	3/31/2008	Visited Brannan's Grill, Golden Haven Hot Springs- story due out in the fall
Vines Magazine	Brenda McMillan	20,000	Assignment	3/15/2008	Visited on March 11, spa treatments and lunch at Solage, visited Schramsberg Winery, story due out in summer
Hallmark magazine	Amy Palanjian	550,000	Assignment	3/1/2008	Amy would like us to participate in a sweepstakes giveaway in the fall issue, a trip for a family of four
Passport Magazine	Rich Rubin	71,296	Assignment and Spec	4/3/2008	Rich is the food and wine editor and plans to visit April 24 & 25. Passport is one of the country's top gay publications. Rich also often writes for Modern Bride Magazine and other outlets.

Newspapers

Copley News Service	Beverly Mann	n/a	Assignment	4/3/2008	Article was made available to all Copley News Service subscribers April 7. Her Copley stories go to 1,500 newspapers nationwide. We're still evaluating impact, as many newspapers may not have run story yet. Beverly visited January 19 and 20 for a Mother's Day article about Calistoga as a place to be pampered. She also may use it for other articles.
Sacramento Bee	Janet Fullwood	279,032	Assignment	4/1/2008	Janet is the travel editor for Sacramento Bee, and we've been working to get her here for a story in her "Outta Here" column. She now says a trip here in early summer is a strong possibility. We're currently sending her additional new story ideas.
Freelance, also Weekend Adventures in Northern California	Carole Terwilliger Meyers	n/a	Assignment and Spec	4/1/2008	Carole often freelances for such newspapers as Contra Costa Times and Seattle Post-Intelligencer, and regularly appears on KRON-TV with travel tips. She also writes books on weekend getaways. She plans to visit soon to update her book, and gather story possibilities for other outlets.

Radio

KGO-AM	Claudia Lamb- producer of afternoon drive news	n/a	Spec	3/31/2008	Set up a weekend visit March 28 and 29 for Claudia, including dinner at Brannan's Grill, spa treatments at Dr. Wilkinson's and tour at Envy Wines. Claudia is the afternoon drive producer at KGO, the number one radio station in the Bay Area.
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Media Generated for Calistoga

Media generated for Calistoga from 12/28/2007 through 3/6/2008

The Times	Christina Valhouli	12/28/2007	147,945	\$600.00	2 pages	"California Preening", we assisted Christina with story ideas and activities during her trip, provided photos from Chick Harrity
Sacramento Magazine	Antoinette May	1/1/2008	53,619	\$850.00	1/8 of a page	Minerva's Birthday Pics: A partyscope for everyone- Mud Bathing in Calistoga was recommended for a Virgo birthday vacation
Forbestraveler.com	Pamela Price	1/11/2008	189,764 unique visitors per month	n/a	full web page	"America's Top Hot Spring Spas", included photos of Solage and Indian Springs
Austin American Statesman	Helen Anders	2/10/2008	190,968	\$8,026.56	36 inches	"Calistoga: Napa sans steroids"
Gourmet Grill	Laura Holmes	2/20/2008	5,000	n/a	n/a	Mustard, Mud & Music Festival mentioned in this emailed newsletter that circulates to oenophiles and foodies
St. Helena Star	N/A	2/28/2008	4,600	\$70.48	4 inches	Mustard, Mud & Music announcement
Napa Valley Day Hikes	Robert Stone	3/1/2008	5,000	\$21,250.00	1/4 of book	Includes day hikes throughout Calistoga area, lodging recommendations at Meadowlark Inn, Chelsea Garden Inn, Brannan Cottage Inn
KGO-AM	Claudia Lamb- producer of afternoon drive news	3/5/2008		\$4,500.00	5 minutes	Interviewed Rex Albright, Herb Gibson re: Mustard, Mud & Music Festival
Press Democrat	Michele Anna Jordan	3/6/2008	80,158	\$678.00	6 inches	Mustard, Mud & Music Festival mentioned in Michele Anna Jordan's Mouthful column
Press Democrat.com	Michele Anna Jordan	3/6/2008	119,099	\$250.00	n/a	Mustard, Mud & Music Festival mentioned in Michele Anna Jordan's Mouthful column

Web Site and Internet Activity

The internet continues to be recognized as the single most effective and cost effective method of direct marketing to potential visitors. We will continue to explore the changing marketplace to take advantage of those aspects most utilized by our target market.

The New Website Beta Previews

After months of planning, designing and building, the Chamber's greatly improved visitor directed website is now available on-line for comment. The site, which you can access at www.CalistogaVisitors.com, will make it easier for visitors to find everything they want to know about Calistoga, and includes the new expanded lodging reservations system through **Webervations**, that will provide up-to-the-minute room availability, plus complete winery, dining and shopping listings, suggested trip itineraries and more.



- Optimizing of the Calistoga website has maintained our ranking as search algorithms change. A search for "Calistoga" on all major search engines (Google, Yahoo, MSN, Ask, etc.) will find us at or near the top of the initial page.
- Our Website is promoted through paid placement on other commercial web sites such as *WineCountry.com* and *NapaValley.com*, the two most trafficked visitor oriented sites in the wine tourism field.
- Web site visitors to *CalistogaChamber.com* reflected a significant decrease during December 2007 and January 2008, but have increased to prior levels for February and March 2008.

Web-based Guides and Web Marketing

....the marketing of Calistoga on the web includes paid advertising on two major websites, *NapaValley.com* and *WineCountry.com*, and "free" editorial content on other travel and

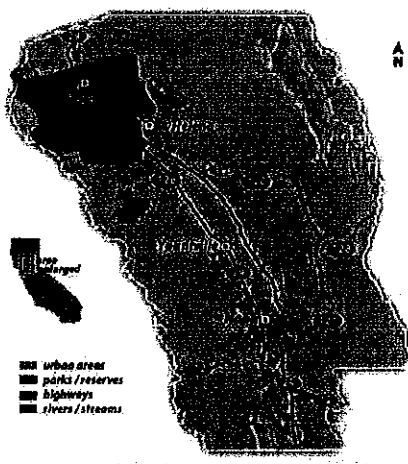
Travel	Food & Wine	Things To Do	Events	Wine Regions	Connect	Shopping	Web
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Calistoga

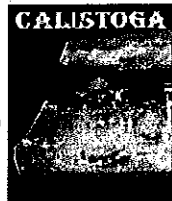
Lodging
 Wine Tasting / Wineries
 Dining
 Tours / Sightseeing
 Spas / Day Spas
 Recreational Sports
 Antiques
 Ballooning & Skydiving
 Golf
 Parks / Beaches
 The Arts
 Shopping
 Attractions

Additional Resources

Napa Valley Interactive Map
 Printable Napa Valley Winery Map
 Message Boards
 Photo Gallery
 Newsletter Signup
 WineCountry.com



Callistoga Chamber of Commerce
 Located in the Napa-Sonoma Wine Country at the top of the Napa Valley, this historic Hot Springs resort destination is full of unique shops, beautiful inns, fine restaurants, art galleries, a great museum and spas. Snuggled between mountains and vineyards, Calistoga offers visitors a glimpse of the Napa Valley as it was before freeways and fast food.

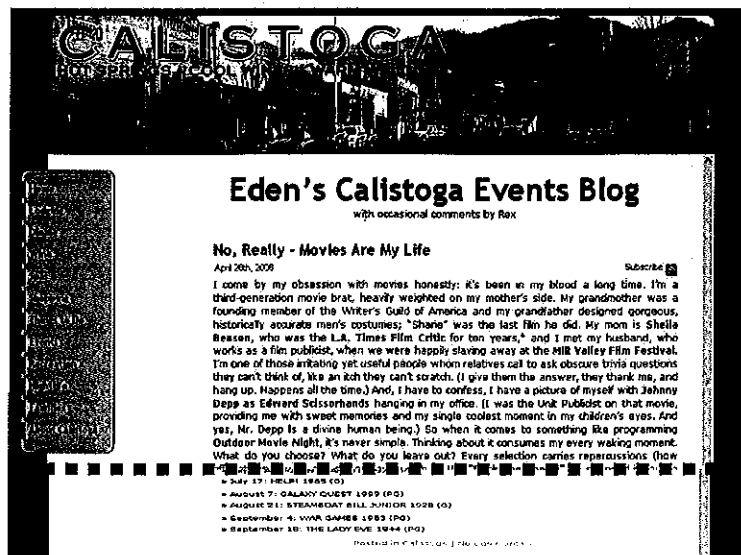


informational sites based on the submission of acceptable stories with appropriate photos. Additional marketing opportunities are based on the constant screening of public sites such as *TripAdvisor.com*, *Virtual-Tourist.com* and *WikiTravel.org* where data and comments can be revised, commented on or corrected.

And now Blogging

Our Latest venture is in Blogging....an Events Blog is being featured as a part of the new Calistoga Visitors website. It will provide not only information on Calistoga events and opportunities but will allow for (edited) visitor feedback and comments on past events.

This will provide an opportunity to have direct delivery of new and current event information to users who utilize an RSS webfeed.



Eden's Calistoga Events Blog
 with occasional comments by Rox

No, Really - Movies Are My Life
 April 26th, 2008

I come by my obsession with movies honestly: it's been in my blood a long time. I'm a third-generation movie brat, heavily weighted on my mother's side. My grandmother was a founding member of the Writers' Guild of America and my grandfather designed gorgeous, historically accurate men's costumes. "Shane" was the last film he did. My mom is Sheila Beaman, who was the L.A. Times Film Critic for ten years, and I met my husband, who works as a film publicist, when we were happily staying away at the Mill Valley Film Festival. I'm one of those arking yet useful people whom relatives call to ask obscure trivia questions they can't think of, like an itch they can't scratch. (I give them the answer, they thank me, and hang up. Happens all the time.) And, I have to confess, I have a picture of myself with Johnny Depp as Edward Scissorhands hanging in my office. (I was the UK Publicist on that movie, providing me with sweet memories and my single coldest moment in my children's eyes. And yes, Mr. Depp is a divine human being.) So when it comes to something like programming Outdoor Movie Night, it's never simple. Thinking about it consumes my every waking moment. What do you choose? What do you leave out? Every selection carries repercussions. (How

- July 17: THE LADY (1928) (PG)
- August 7: GALAXY QUEST 1999 (PG)
- August 21: STEAMBOAT BILL JUNIOR 1928 (G)
- September 4: VIVA CAPIRE 1932 (PG)
- September 18: THE LADY (1928) (PG)

hosted in Calistoga | June 1, 2007

Financial Report

Transient Occupancy Tax Comparisons

Transient Occupancy continues on the upswing (Through Feb 2008) as defined by the below data. Significant aspects to the increase are the general improvement in travel and the visitor industry and the addition of the Solage Calistoga Resort and the Craftsman Inn.

As can be seen here, there continues to be a major seasonal swing. As we progress with our marketing and development in making Calistoga a year-round destination we will be able to use this data to track our progress which will be reflected with a decrease in the fluctuating of seasonal numbers.

TRANSIENT OCCUPANCY TAX					
	FY 06/06	FY 06/07	% Change	FY 07/08	% Change
July	267,442	263,141	6.3%	320,979	22.0%
August	252,437	263,110	4.2%	373,455	41.9%
September	250,263	273,344	11.2%	379,601	36.4%
October	250,935	264,193	5.3%	374,037	41.6%
November	166,517	179,453	7.8%	243,742	37.5%
December	120,172	126,944	5.6%	172,657	36.0%
January	99,179	115,623	16.6%	127,319	10.4%
February	139,349	133,661	-0.5%	177,340	28.3%
March	161,293	173,125	10.4%		
April	193,393	209,352	8.3%		
May	213,214	241,735	10.8%		
June	232,236	260,861	12.3%		
Annual					
Totals	2,331,443	2,519,546	8.1%	2,172,910	

**Quarterly Report to City of Calistoga
Quarter Ended March 31, 2008**

***P & L statement for the first Three Quarters of FY2007-08
is Attached***