

CALISTOGA

CHAMBER OF COMMERCE
HOT SPRINGS · COOL WINES · WARM WELCOME

Exhibit A

Scope of Work

Below are listed the contracted services for the City with the Calistoga Chamber of Commerce & Visitors Center. The services listed are not in order of importance and does not represent all the activities that are performed on a daily basis as it relates to tourism.

- Public Relations (PR) model aimed at creating media content in the form of favorable stories or editorial references in print or electronic media. Compared to the placement of advertising, this model requires staffing and work load modifications to aggregate media content (stories, photos, video, etc.) resulting in increased costs for skilled personnel and other operating costs. These costs are reflected in the attached proposed budget. The Chamber will continue to hire an outside PR consultant.
- The Chamber operates the current Visitors Center with walk-in, e-Mail and toll free phone access and will be open seven days a week as the fulfillment center responding to potential visitors viewing marketing material or editorial content promoting Calistoga. Visitor contact will have, as it's primary goal the securing of overnight stays within the City of Calistoga.

The Visitors Center will continuously update a Calistoga Lodging & Availability List showing available rooms, amenities (i.e. pools, spa on site, etc) and restrictions (pets, multiple night requirement, etc.) for each establishment for a period of at least six weeks out. Callers seeking lodging will be referred to establishments fitting their needs and reflecting vacancies. Establishments receiving direct calls are encouraged to refer callers to the Chamber if they are full or cannot meet their needs.

The Visitors Center will also provide a central location for the display of visitor centered marketing materials for area attractions, activities, wineries, dining, shopping, etc. Visitor Center Staff will maintain a knowledge base of area history, visitor opportunities, activities and events.

- The Chamber will continue to manage the *CalistogaVisitors.com* and related websites in a manner, which will sustain its search engine rankings, and use it for the promotion of Calistoga. The Chamber will continue to seek out and utilize new Internet technology to promote the Calistoga name, image and placement as a destination.

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3. Create and support independent and focused business promotion groups.
4. Promote technology use by local businesses in providing both marketing promotion and customer service.