

## Wolf Communications PR Efforts

### **Bob Redell, NBC Bay Area**

We put together a media invitation list for the Bottle Shock event in Calistoga, and also pitched area journalists on doing stories about the movie. Bob Redell was “as live” from Chateau Montelena for the 11 a.m. newscast on August 6.

### **Bottle Shock, California Travel and Tourism Commission**

We assisted the CTTC with Calistoga arrangements for several journalists they were bringing to the area for the Bottle Shock event.

### **Frances Largeman, Health Magazine**

Health Magazine Editor Frances Largeman was scheduled to attend an extensive class at the CIA, and we arranged lodging at Indian Springs so she could experience at least a bit of Calistoga. In follow up calls, we gave her more Calistoga story ideas, and invited her back for a more thorough exploration of the area.

### **Marty Olmstead, Sonoma Valley Sun**

We assisted Marty in her request to visit Solage and Solbar for a story.

### **Rich Rubin, Passport Magazine**

As the deadline drew near for the “doing business in...” article, the publication requested additional details for the story and help with images.

### **Brad Cope, Southwest Airlines inflight magazine**

The executive editor of Southwest Spirit magazine was in town and we contacted him to provide additional Calistoga details.

### **KGO Radio**

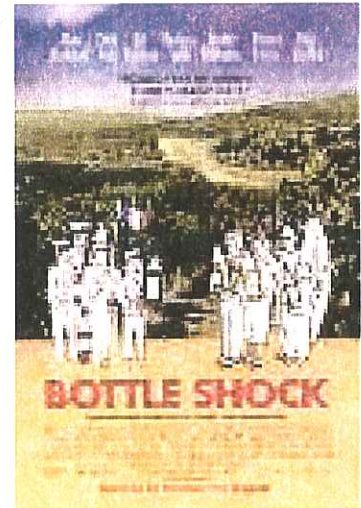
Our contact at KGO called requesting an interview with someone in the tourism industry about how the economy is affecting them. We arranged an interview with Rex, which aired live during “afternoon drive” on September 30.

### **Travel + Leisure Magazine**

Provided details requested by T + L on "outdoor activities with any new or interesting angles."

### **Press Tour arrangements**

We continued planning with Rex and Eden this media tour for journalists in cities with direct



Quarterly Report to City of Calistoga  
Quarter Ended September 30, 2008

flights to Santa Rosa. We also built an invitation list, wrote and designed the invitation and followed up with journalists about attending the event.

**Press Releases and Media Alerts**

Researched and wrote a press release highlighting movie and television projects that involved, or were filmed in Calistoga

Wrote and distributed a media alert on the **Jazz and Blues Festival**

Wrote and distributed a media alert on the **Rockabilly Roundup**

Wrote and distributed a media alert on the **Lighted Tractor Parade** to long lead publications

Other activities included finalizing several press kit stories per Eden’s comments, presenting an update on the chamber’s public relations activities to the Rotary, and finalizing our annual “media hits” and “media in the works” reports.

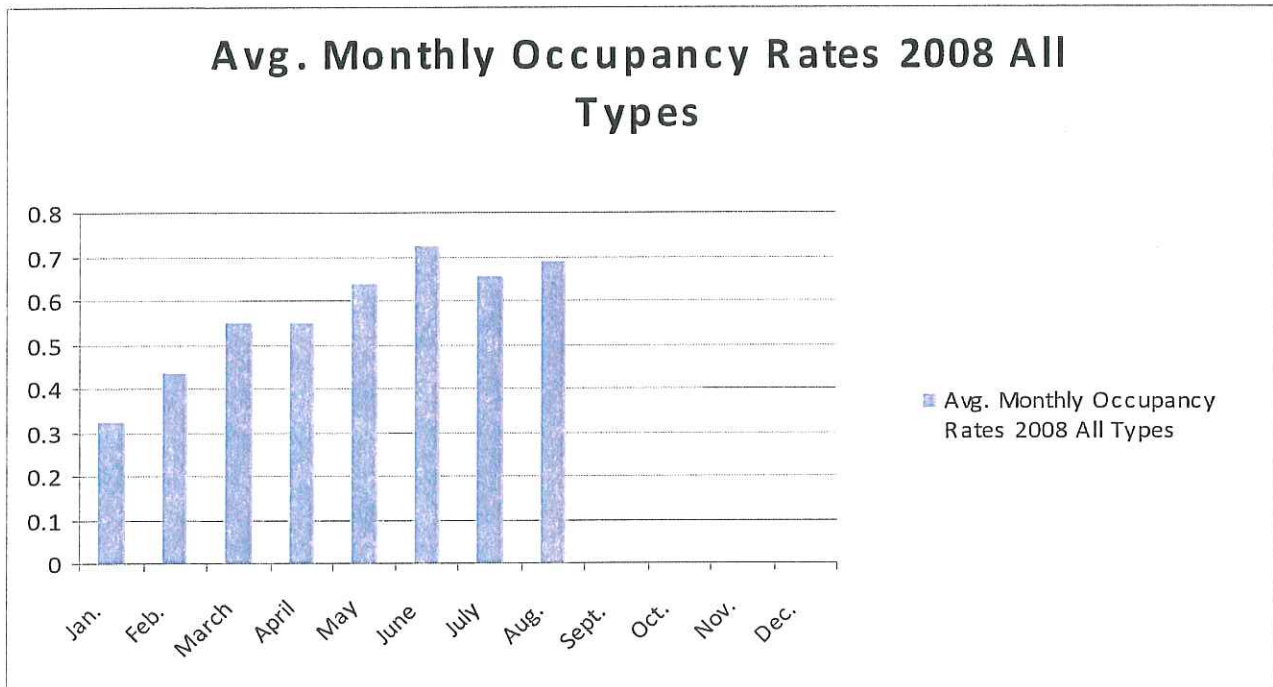


## Percentage of Occupancy by Month

Starting in January 2008, the City Transient Occupancy Tax (TOT) reporting form includes a line to track occupancy rates.

While one measure of success can be total tax collected, that number can be misleading because of higher rates, new rooms coming on-line, etc. So the Chamber worked with the City to create this mechanism to analysis the number of rooms filled.

This year we will be able to collect a base line number to work with and then starting in 2009 we will be able to compare our successes.



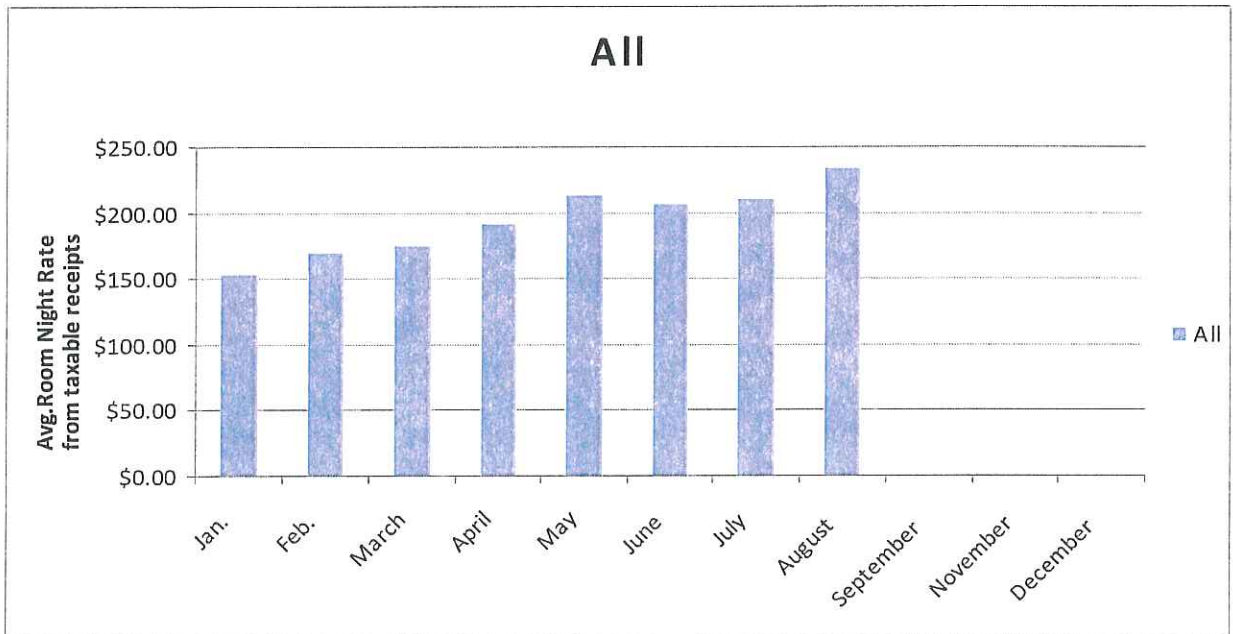


## Average Daily Rate (ADR)

Starting in January 2008, the City Transient Occupancy Tax (TOT) reporting form also allows for the city to calculate the Average Daily Rate (ADR).

This data will allow for us to more accurately gauge the type of rooms that are being occupied. As occupancy rates fluctuate we will also monitor ADR and the TOT collected and see if we can find trends to assist in our marketing, PR, events timing and communication to our members.

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## *Financial Report*

### *Transient Occupancy Tax Comparisons*

Transient Occupancy continues on the upswing, when despite difficult economic times, August 2008 showed the largest TOT revenue collection in Calistoga's history. The data below provides a history of Calistoga's primary source of revenue. Significant aspects to the increase are 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.

	By Calendar Year									
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
January	110,065	110,806	119,314	118,101	106,559	107,874	107,988	99,179	115,628	127,599
February	124,665	131,650	139,763	144,402	132,129	124,770	131,714	139,349	138,661	177,840
March	158,514	167,125	176,688	178,483	161,184	148,693	166,230	161,293	178,125	246,418
April	178,910	197,511	198,144	190,007	178,540	176,816	180,819	193,393	209,352	261,720
May	203,661	206,376	212,333	221,946	210,983	209,713	208,214	218,214	241,735	349,954
June	209,365	223,930	239,773	236,834	218,823	206,924	217,652	232,236	260,861	371,314
July	233,737	245,282	253,517	243,049	235,595	236,654	247,442	263,141	320,979	354,754
August	237,505	240,588	267,778	268,997	260,135	241,715	252,454	263,104	373,455	420,039
September	228,606	235,568	234,820	235,652	222,536	228,721	250,265	278,344	379,601	-
October	232,620	222,828	231,393	232,809	237,277	238,477	250,935	264,198	374,037	-
November	163,741	171,109	174,440	162,880	162,037	151,216	166,511	179,453	246,742	-
December	119,625	134,304	130,046	110,845	101,214	114,192	120,172	126,944	172,657	-
<b>Annual Totals</b>	<b>2,201,016</b>	<b>2,287,078</b>	<b>2,378,010</b>	<b>2,344,006</b>	<b>2,227,012</b>	<b>2,185,766</b>	<b>2,300,394</b>	<b>2,418,848</b>	<b>3,011,833</b>	<b>2,309,638</b>

Remaining competitive in the market will continue to be a challenge for both the providing of desirable infrastructure and in marketing. Not only do we compete with Sonoma County and Napa Valley destinations such as Yountville (Dining) and St Helena (Shopping), but now the City of Napa is coming on strong with over 900 hotel rooms being added in a three year period. Add to that Napa's changing downtown entertainment and food scene and we have another competing destination.

Quarterly Report to City of Calistoga  
 Quarter Ended September 30, 2008

		Jul - Sep 08	
Ordinary Income/Expense			
Income			
4000 · INCOME			
4160 · Office Sales		1,287.79	
Total 4000 · INCOME			1,287.79
4500 · VISITORS CENTER INCOME			
4501 · City Contract		73,000.00	
Total 4500 · VISITORS CENTER INCOME			73,000.00
Total Income			74,287.79
Expense			
5000 · OPERATING EXPENSES			
5100 · PROGRAM EXPENSES			
5102 · Accounting & Legal		881.48	
5120 · Conferences & Seminars		320.00	
5125 · Copier Contract & Supplies		906.55	
5135 · Dues & Subscriptions		2.99	
5137 · Entertainment & Meals		616.62	
5140 · Insurance		2,036.44	
5150 · Office/Computer Supplies		520.15	
5155 · Postage-Office/Membership		349.24	
5160 · Office Sales		1,275.27	
5175 · Rent		1,920.00	
5176 · Storage		310.00	
5180 · Repairs & Maintenance		222.99	
5187 · Taxes-Federal/State		65.78	
5190 · Telephone/Fax		880.79	
5193 · Travel & Mileage		24.24	
5195 · Utilities		691.37	
5210 · Other Program Expenses		53.87	
Total 5100 · PROGRAM EXPENSES			11,077.78
5400 · MARKETING & ADVERTISING			
5401 · NV Visitors Convention Bureau		140.00	
5402 · Fam Trips		1,035.81	
5403 · Trade Show Marketing		469.28	
5404 · Media PR Program			
5404.1 · Wolf Communication		8,400.00	
5411 · Certified Display		45.00	
5415 · Expense Brochures		570.00	
5420 · Advertising Guides		3,052.60	
5430 · INTERNET-WWW			
5431 · Website Promotion		1,200.00	
5465 · CALISTOGA BROCHURE			
5468 · Visitor Cente Publication		260.72	
5470 · OTHER ADVERTISING EXPENSE		40.00	
Total 5400 · MARKETING & ADVERTISING			15,213.41
Total 5000 · OPERATING EXPENSES			26,291.19
6560 · Payroll Expenses			
6560.10 · Employee Benefits		2,598.04	
6560.2 · Employee PrePaid Wages		-1,764.80	
6560.9 · Worker's Compensation Insurance		727.19	
6560 · Payroll Expenses - Other		31,769.50	
Total 6560 · Payroll Expenses			33,329.93
Total Expense			59,621.12
Net Income			14,666.67