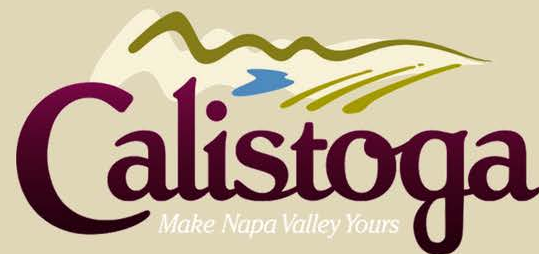


DESTINATION MARKETING

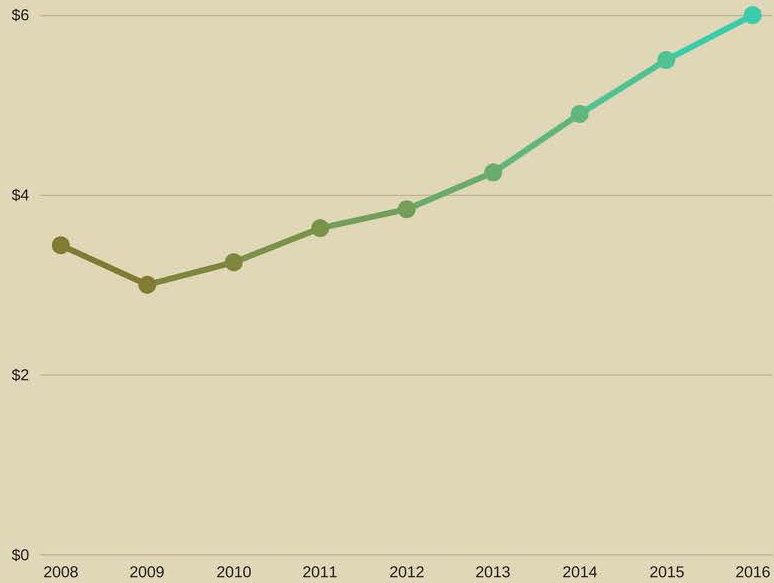
Fiscal 2016-2017 Achievements

City of Calistoga &
Calistoga Chamber of Commerce

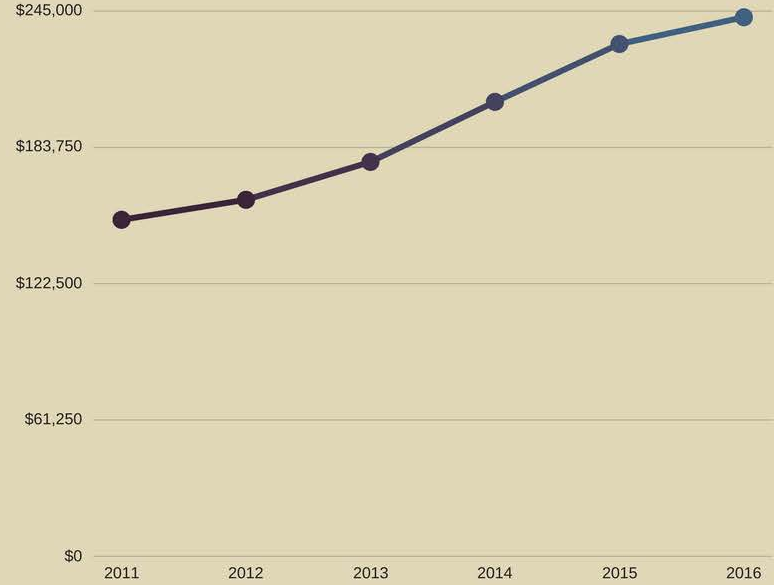


BY THE NUMBERS

TOT Revenue History



TID Revenue History



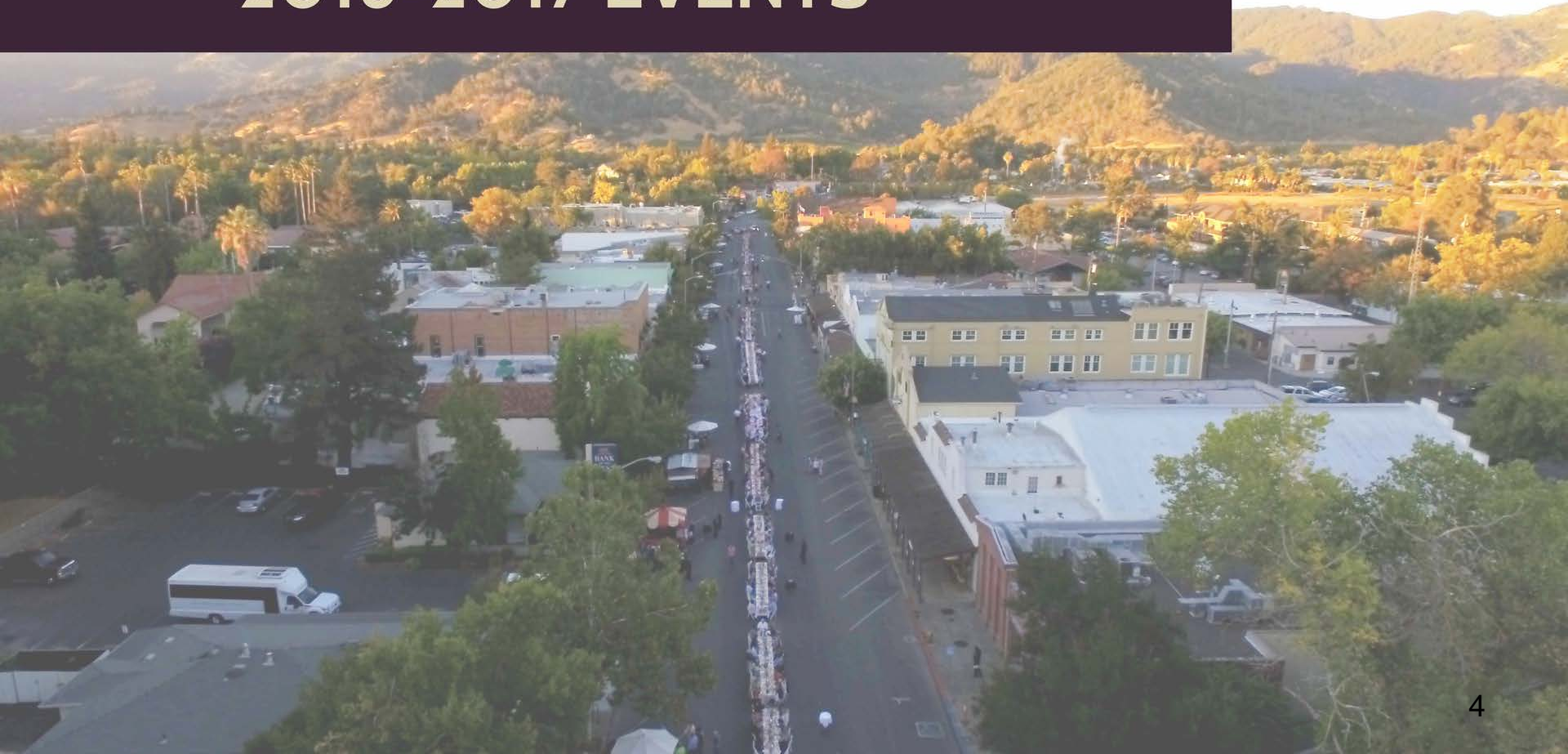


Calistoga

Chamber Endeavors in 2016

- Employee Shuttle Launched and Suspended
 - significant chamber investment made
- Downtown Way-finding (signage) Program Executed
- Launched new website
- Continued "Harvest Table" trademark protection actions
- Executed Signature Events (breaking records)
 - Harvest Table
 - Tractor Parade
- Managing Visitor Shuttle Challenges

2016-2017 EVENTS



RECAP: Concerts in the Park 2016



- 10 Thursday Night Concerts
- 10 Rocking Bands
- 5 Local Wineries
- Delicious Boxed Dinners

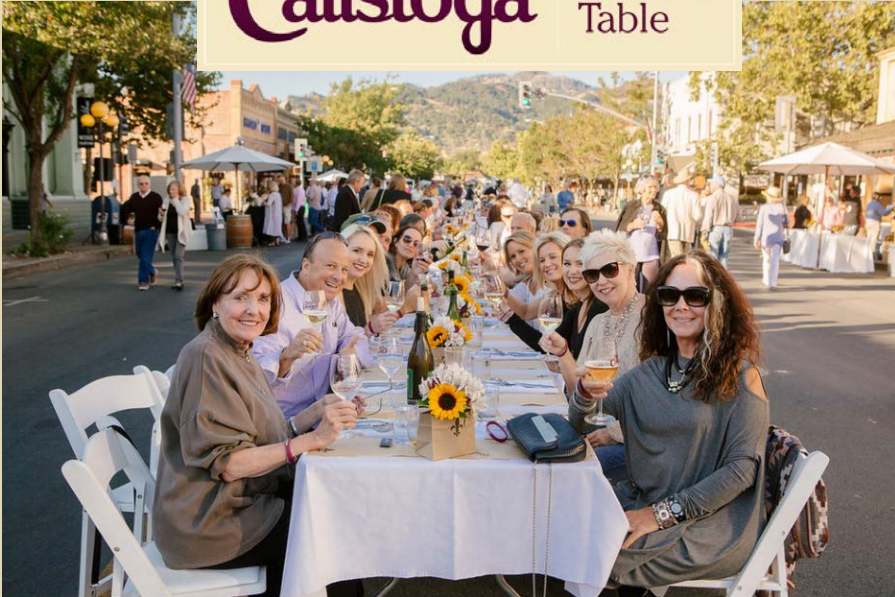
Average crowds of 300-500 attendees with our biggest night topping out around 1,200!

Generously sponsored by the Calistoga Beverage Company

RECAP: 2016 Calistoga Harvest Table



- 742 Seats
- 13 Restaurants
- 1,000 Feet of Tables



Tickets went on sale
July 18, 2016 @noontime

Sold out in 8 hours, 40 minutes,
breaking 2015 record by
over 70 hours

Tickets on sale
July 17, 2017
Noontime*



CalistogaHarvestTable.com



RECAP: Calistoga Holiday Village 2016



- Shops Open Late Friday
- People's Choice Window Display Contest
- Gingerbread & Wine Pairing Contest
- Photos with Santa
- Calistoga Christmas Faire
- Horse & Carriage Rides

Created with the goal of spreading the love from Saturday's big night to the whole weekend...quickly becoming a Calistoga tradition!

Jump start your holiday shopping and kick off the season.

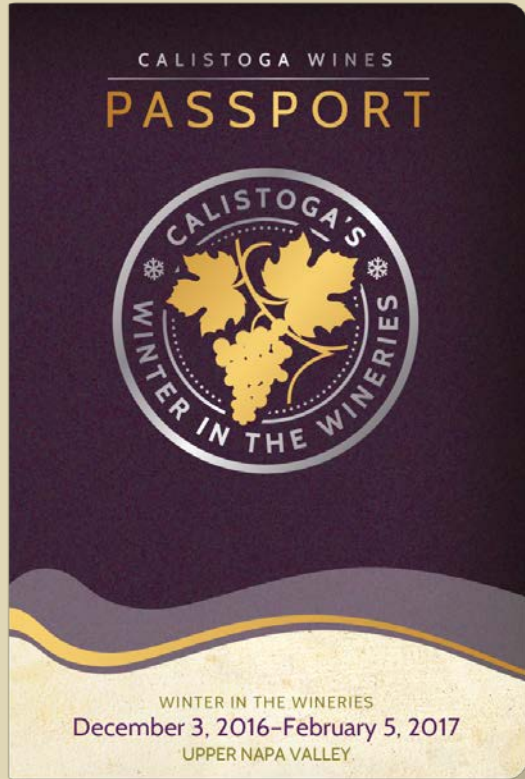
RECAP: Calistoga Lighted Tractor Parade



54 Parade Entries
15,000 Festive Attendees
- our biggest ever!

We placed #6 - Thank you for voting!

Winter in the Wineries Passport 2016-2017



15 Wineries
10 Hotels & Resorts
2 Restaurants
2 Attractions
5 Gift Shops
Just \$50!

The best value in the Napa Valley!

Ends February 5, 2017

2017 EVENTS



June 15 - August 17



June 26



September 10*



December 2



Dec. 2, 2017 - Feb. 4, 2018



Calistoga Chamber
of Commerce

Destination Marketing & PR



WELCOME CENTER OPERATIONS

Executing the Destination Marketing Contract

	2016	2015	2014
VISITORS	33,727	31,337	30,370
PHONE	16,857	15,609	15,648
WEBSITE (unique visitors)	205K	181K	209K

VISITOR INTERACTIONS: Domestic

Alabama	10	Louisiana	10	Ohio	35
Alaska	8	Maine	10	Oklahoma	6
Arizona	32	Maryland	24	Oregon	60
Arkansas	4	Massachusetts	44	Pennsylvania	22
California	734	Michigan	27	Rhode Island	8
Colorado	36	Minnesota	22	South Carolina	12
Connecticut	20	Mississippi	6	South Dakota	5
Delaware	4	Missouri	20	Tennessee	12
Florida	60	Montana	4	Texas	74
Georgia	28	Nebraska	4	Utah	6
Hawaii	12	Nevada	24	Vermont	8
Idaho	8	New Hampshire	11	Virginia	48
Illinois	46	New Jersey	36	Washington	54
Indiana	16	New Mexico	5	Washington D.C.	18
Iowa	8	New York	84	West Virginia	6
Kansas	6	North Carolina	20	Wisconsin	12
Kentucky	12	North Dakota	2	Wyoming	6

VISITOR INTERACTIONS: International

Argentina	6	Ireland	12	Saudi Arabia	1
Australia	42	India	3	Scotland	3
Austria	20	Israel	6	Serbia	1
Belgium	10	Italy	12	Singapore	3
Brazil	107	Japan	17	Slovenia	2
British Columbia	22	Korea	4	Solomon Islands	2
Caicos Islands	3	Lithuania	1	Spain	10
Canada	150	Lebanon	2	South Africa	5
Cayman Islands	2	Luxembourg	1	South Korea	4
CZ Republic	1	Malaysia	3	Sweden	34
Chile	4	Mexico	16	Switzerland	45
China	20	Nepal	1	Taiwan	5
Colombia	2	Netherlands	20	Tibet	1
Denmark	10	New Zealand	12	Turkey	1
Dominican Republic	2	Norway	16	Ukraine	1
Finland	6	Panama	2	United Kingdom	135
France	05	Peru	1	Venezuela	1
Germany	60	Philippines	1	Viet Nam	1
Greenland	1	Poland	2	Virgin Islands	1
Guatemala	2	Portugal	1	Tanzania	1
Holland	1	Puerto Rico	2		
Hong Kong	6	Romania	4		
Hungary	2	Russia	4		

Calistoga delivers the whole package

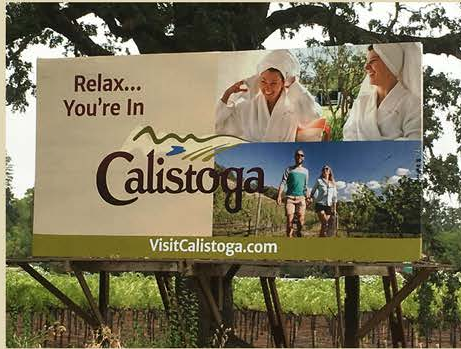


2016

Team Planning

MARKETING GOALS ACCOMPLISHED

New Website/Billboard



New Video/Images



Improved Website Traffic

- Blogging
- Social Media Campaigns
- Direct-to-Consumer Newsletter re-vamp





Content Marketing



DTC Growth



Earned Media

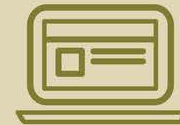
MARKETING STRATEGIES



Display Ad Sales



Partnerships



Design

Destination Marketing Partners

- Napa Valley Vine Trail
- Jack Rabbit Systems
- Napa County Fair & Fireworks
- WineCountry.com
- TripAdvisor



RECAP: 2016 MARKETING STRATEGIES



TARGETED DISPLAY AD CAMPAIGNS

- General Brand Positioning
- Winter in the Wineries Passport
- Facebook: Tractor Parade
- Facebook: WIW
- Instagram

PRINT MEDIA

- SF Chronicle/SFGate.com
- Bohemian
- Napa Valley Register
- WHERE Magazine
- Alaska Airlines
- Very Napa Valley Magazine
- Press Democrat

CONTESTS

- Calistoga Harvest Table
- Winter in the Wineries

2017

Team Planning

MARKETING GOALS

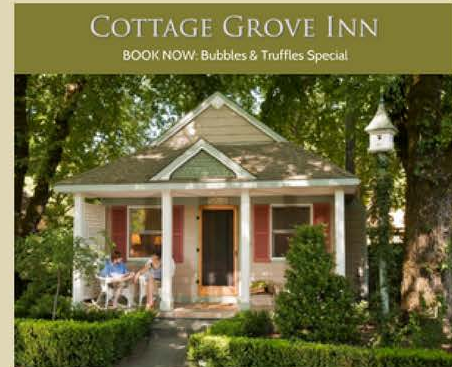
April through July



Continued Collaborations



More Display Ad Opportunities



Worth Flying For

MUD BATHING in
CALISTOGA, CALIFORNIA

Illustration by Mibgeck



Three and a half million years ago, present-day Calistoga was wracked by volcanic activity. The blasts left behind an ashy, nutrient-rich soil and a system of hot springs that, millennia later, the Wappo Indians used for healing therapies. (The warm mud and geothermal waters have properties said to reduce joint pain, draw toxins from the body, and exfoliate the skin.) By its founding, in 1877, Calistoga had become widely known as a place to "take the waters."

Today, the area is home to 12 hot-springs spas, ranging from the old-school to the luxurious. At the upscale but unpretentious Indian Springs Resort &

Spa, guests can lie in a tub filled with a viscous blend of volcanic ash and hot-spring water, followed by a thorough rinse and a soak in a mineral-water bath. If you're looking for a more traditional experience, head to Dr. Wilkinson's Hot Springs Resort, which offers a variety of mud- and mineral-water treatments in a no-frills environment, with much of its Mid-century Modern décor still intact.

Whichever spa you visit, plan to go during the fall, when Napa Valley's foliage rivals New England's and the grape harvest is in full swing. indianspringscalistoga.com; treatments from \$60; drwilkinson.com; treatments from \$77. —ADELINE DUFF

MEDIA COVERAGE



Over 50 articles featuring
Calistoga in 2016

HUFFPOST ARTS & CULTURE

The Mercury News

The New York Times

NAPA
SONOMA
MAGAZINE

THE WALL STREET JOURNAL.

SFGate
San Francisco Chronicle

TRAVEL WEEKLY

TASTE
of the seacoast™

The Telegraph

ST. LOUIS POST-DISPATCH

Good Housekeeping

DUJOUR

ZAGAT

U.S. News & World Report

TRAVEL

Chamber Support Staffing

Chris Canning
Executive Director

Craig Haskell
Welcome Center Coordinator

Charlene Peters
Marketing & PR Manager

Tenae Stewart
Membership & Events Coordinator

James White*
Welcome Center Ambassador

Hailey Sedigh*
Welcome Center Ambassador

*Indicates
part-time





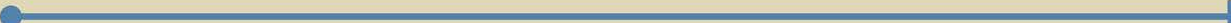



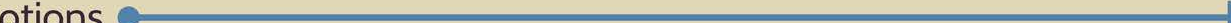



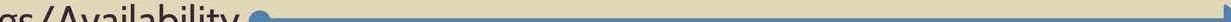









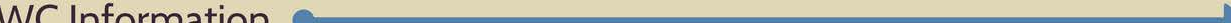



STAFF RESPONSIBILITIES



Tenae

Charlene

Craig

- Weekly & Special eBlast  
- Visitor Guide  
- Chamber Directory Updates  
- Weekly Promotions  
- Special Event Coordination  
- Room Bookings/Availability  
- Public Relations  
- Mixers  
- Advertising Programs  
- Media Visits & Info  
- Rack Cards & WC Information  
- Partner Programs (i.e. VNV)  

Board of Directors & Terms

<u>Name</u>	<u>Business Name</u>	<u>Category</u>	<u>Exp.</u>
Stephen Patel (Chair)	Stevenson Manor Inn	Lodging	2019
Laura Swanton (Vice Chair)	Laura Michael Wines	Winery	2019
Michael Lennon (Treasurer)	Calistoga Spa Hot Springs	Lodging	2019
Sharon Carone	Calistoga Realty Company	Real Estate	2019
Aphrodite Caserta	Safari West	Attraction	2018
Pam Ingalls	Wine Country Animal Lovers	Non-Profit	2018
Nick Kite	Calistoga Wine Way Inn	Lodging	2018
Clive Richardson	Calistoga Roastery	Café	2018
Dan Kaiser	Johnny's/Veraison	Restaurant	2017
Carlene Moore	Napa County Fairgrounds	Attractions	2017
Shane Pavitt	Phiffer Pavitt Wines	Winery	2017
Nancy Putney-Abernathy	Blackbird...of Calistoga	Retail	2017