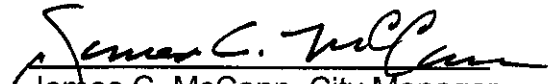


City of Calistoga

Staff Report

TO: Honorable Mayor and City Council
FROM: Raquel Cantillon, Administrative Analyst
DATE: January 15, 2008
SUBJECT: Quarterly Report and Presentation by the Calistoga Chamber of Commerce.

APPROVAL FOR FORWARDING:


James C. McCann, City Manager

1
2 **ISSUE:** Receive the Quarterly Report from the Calistoga Chamber of Commerce.

3
4 **RECOMMENDATION:** Receive presentation.

5
6 **BACKGROUND/DISCUSSION:** The economy of the Calistoga area is dominantly
7 focused on visitor-serving industries. The City receives the lion's share of its revenue
8 from taxes on this industry. The City has long recognized this fact and has
9 proactively and aggressively promoted and marketed our community to the visitor
10 industry through a marketing and promotional contract with our Chamber of
11 Commerce. The Chamber's contract calls for quarterly reports (these are submitted
12 in writing and distributed to the Council) as well as an annual verbal presentation to
13 the City Council. This evening the Chamber will present their Quarterly Report of
14 marketing and promotion efforts, website and internet activity, as well as the
15 quarterly financial report and statements.

16
17 **FISCAL IMPACT:** None at this time.

18
19 **ATTACHMENTS:**

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

Quarterly Report
Calistoga Chamber of Commerce

PRESENTED TO: City of Calistoga

For the Quarter Ended: December 31, 2007

On behalf of: Board of Directors,
Calistoga Chamber of Commerce & Visitors Center

Marketing / PR/ Activities

- **New Visitor Guide and Print Material Designed** p2
- **Editorial coverage in major publications during the last quarter** p3
- **Wolf Communications quarterly PR Report** p6
 - **PR efforts produced editorial coverage**
 - **media from newspapers, magazines, and commercial publications.**
- **Web-Based Travel Guides and “gorilla” Web Marketing** p8
- **Visitor Directed Operations** p9
- **Visitor oriented events** p9
 - Downtown Jazz & Wine Tasting Festival**
 - Lighted Tractor Parade**
 - December Downtown Sales Sizzler**
 - New Years Dance & Bonfire**

Website and Internet Activity p10

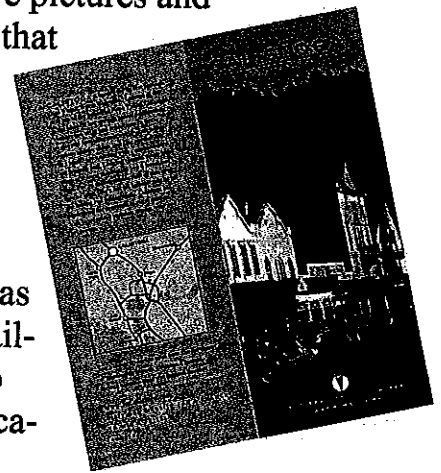
Financial Reports and Statements p12

Chamber Visitors Guide & Membership Guide Takes a New Shape

2008 will bring several changes to the look and feel of our Calistoga Marketing publications and other marketing materials.

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 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. Trying to do one publication to fill two needs, visitor and resident, made the former publication less attractive to both.



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 for us to get the word out about Calistoga electronically, which is where trends show the majority of travelers are making buying decisions.

At the same time, we are updating our website. Again for the same reasons, having one site does chamber and visitors center was problematic. So we will have a dedicated visitors center site effective January 14th.

Conversely the chamber portion of the website will become of more value to our members as a way to quickly find out about how they can use the chamber to maximize their membership investment. The chamber website will also become a resource for our community to keep abreast of local activities relating to city, county, state and federal issues.

In The Media

Los Angeles Times Daily Travel & Deal Blog

Scouting the best airfares, hotels, cruises and vacation packages

November 12, 2007 **Tip:** Also try *Budget Travel's* Web-only hotel database to find an even cheaper hotel within your budget. I tested it out with a search for a hotel (\$75-\$100) in the U.S. The search returns hotels that have been pulled from the magazine's archives and it gets updated regularly. The **Calistoga Inn** was returned in my search, the only one in California.

MiamiHerald.com Napa Valley: What's brewing in wine country The Napa Valley area can be a heady experience for beer drinkers, too.

Sun, Nov. 25, 2007 BY JOE HEIM Washington Post Service

The signs are inescapable: Vineyard ahead! Winery open! Tastings today!

We're trolling the main drag of California's Napa Valley, and the endless array of exclamatory signage crowding the roadside is a constant reminder that this is indeed the heart, soul and, yes, business capital of America's wine country. Unfortunately, these signs aren't helping me at all. It isn't a search for vino that has me and the menfolk of my wife's family crawling in bumper-to-bumper traffic on Highway 29 on a hot Napa afternoon. No chards or cabs or zins for us, thanks. We are looking for stronger, headier, frothier stuff.

• **Calistoga Inn Restaurant & Brewery:** We visit this historic inn on Calistoga's main street on a warm day and head to a wonderful garden setting out back, where patrons and guests linger at tables under shade trees. At the small bar, a saucy waitress takes our beer order and dispenses amusing if unsolicited advice. She starts us off with the lighter, tasty Calistoga Wheat Ale before moving on to Calistoga Pilsner and then Calistoga Red Ale, a hoppy, happy culmination. What the brewery lacks in beer-naming inventiveness it makes up in taste and charm. One of the first brew pubs in the wine country, the Calistoga Inn began brewing in 1987 and "sort of set the standard for the compatibility of wine and beer drinkers and for a local brew pub making good beer in wine country," Dalldorf says. He also tells us that Phil Rogers, founder of Calistoga Brewery, poked a little fun at his winemaking neighbors by printing up buttons that said "It takes a lot of great beer to make great wine."



Not your parents' tasting room Family-friendly wineries allow moms and dads to enjoy a few sips while kids play

.....That said, the Vintners' Web site lists 23 member wineries that promote themselves as family friendly, though it's a small fraction of the total 290. Many, such as Clos Pegase in Ca-

listoga and Tres Sabores in St. Helena, have both picnic grounds and caves, and most are dog-friendly, too.

There's another reason for the shift: As winemakers raise their kids in Wine Country, they grow used to the idea of children being raised around wine. Rather than feeling concern that exposing children to wine at a young age could have negative consequences, they see it as part of a normal upbringing. "You have wine to celebrate your life," says Quivira's Vakassian. "It's part of the whole family picture. It's silly to separate kids from that picture."

SIERRA SUN

Road tripping for wine tastings Food & Wine

Nov 1, 2007 If you can get away this

month to the Napa and Sonoma Valleys, do so. Many wineries are offering special holiday tastings and special pricings, and the vineyards are absolutely beautiful in their fall colors. On Nov. 10 there will be a benefit auction held at the Clos Pegase winery, featuring wineries including Rubicon, Harlan, Shafer, Lokoya, and Darioush and Grace Family.

For \$85, there will be dinner, wine sampling and a chance to bid on vacations, unforgettable dinners, and rare wines in big bottles from the participating wineries. The auction begins at 6 p.m. Call (415) 987-0083 for reservations. Clos Pegase is located at 1060 Dunweal Lane in Calistoga.

This is also the annual Silverado Trail Pass weekend. For a \$30 fee you will be given a pass that offers tastings of wines at the 12 participating wineries located along the Silverado Trail. The sampling will be of current releases and barrel tastings as well, with food pairings, and special wine discounts being offered.

Wine Education Benefit: Pass Holders will enjoy current release tastings at each of the 12 participating wineries along with barrel samples, food pairing, special discounts, library wines, and more! A portion of all Silver Pass sales will go to the Napa County Unified School District to benefit the Books for Preschoolers program. Each winery's actual offering will vary. \$30 for a Full Weekend Pass, \$20 Sunday only. Call (866) 844-9463 to learn more.

TheUnion.com

Great People Connecting Communities

Autumn in Napa offers biking, relaxation, indulgence

By Robyn Moormeister Napa County is gorgeous this time of year, with endless rows of yellow and

orange leaves lining every vineyard along the 35 miles between the towns of Napa and Calistoga. ... After your workout, why not take advantage of a massage or spa treatment? Calistoga offers plenty of day spas, including Dr. Wilkinson's Hot Springs Resort, which offers mud baths and massages that will turn even the most knotted-up Type-A personality into butter.The elaborate Castello di Amorosa, ... offers intrigue with a its reproduction of a 12-century Tuscan castle, drawbridge and dungeon. Daryl Sattui, of V. Sattui Winery, funded the construction of the castle and grounds, which took 13 years.



THE GAZETTE Colorado Springs. CO December 4, 2007

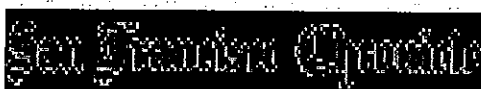
RICH MAURO

Wines in special series, artsy bottles make great

gifts Now is the time to start looking for a special wine to give that wine lover in your life, and I'm here with some exciting suggestions to make your decision easy.For art loversClos Pegase Winery near Calistoga, Calif., has been described as a monument to art. It's internationally recognized for its design and houses nearly 1,000 works of art.

Art is found on the bottle, too. The standard label includes a reproduction of "Pegasus" (by Odolin, circa 1890), while the "Hommage" reserve wines each year showcase a different work from the winery's collection. Clos Pegase owns five vineyards in Napa Valley and uses only estate grown fruit. The 2002 Palisades Vineyard Cabernet Sauvignon (\$60) and 2004 "Hommage" Mitsuko's Vineyard Chardonnay (\$40) are great choices for wine lovers, as well as art lovers.

Staff Writer Sunday, December 2, 2007



New luxury in Napa Valley: Playful spirit and pampering Solage attracts young hearts with adult funds

Carolyne Zinko, It was my first experience ordering a Jack and Coke while behind the wheel. Whizzing down Silverado Trail on my way to a working dinner in Napa Valley, I passed Casa Nuestra Winery with its "By Appointment Only" sign and was reminded that I'd forgotten to set a time for my spa treatment at Solage Calistoga the next morning. I called the resort's concierge and asked if he could make it. Not a problem, he said. I hung up, but dialed again: Could I please order a cocktail for my boyfriend who was hunkered down in our room, alone for the night? The concierge again complied graciously - complete with a note to Dan from me wishing him a happy evening.....

We dipped into the pool and hot tub before pedaling on the bikes into Calistoga, a flat, easy ride of about 2 miles, and walked the sidewalks window-shopping. On a side street, we discovered the City Hall - in use since 1902 - and the charming Sharpsteen Museum of Calistoga History, created by a former employee of Walt Disney whose family lived in town.....

By Michelle Locke Sunday, December 16, 2007



California winery has dungeon, drawbridge and torture chamber

CALISTOGA, Calif. - Daryl Sattui set out to build a modest, 8,500-square-foot winery. Millions of dollars and 120,000 square feet later, he's king of a wine-country castle complete with drawbridge, dungeons and nifty little slots for the old boiling-oil trick. If neighboring Sterling Vineyards decides to make a move, he said with a chuckle, "We'll be ready.".....There are 107 rooms on eight levels, four above ground and four below. Much of the underground space is used for barrel storage, but there is also a pit for disposing of enemies, a Knight's Room decorated with lively frescos and a torture chamber with gruesome replica instruments and one very gruesome, non-replica, 300-year-old Iron Maiden.

On a sunnier note is the Great Hall, 72-feet long and 22-feet high, decorated with giant frescoes - replicas of medieval Italian paintings that took two Italian artists about a year and a half to complete - and capped by a gilded and beamed ceiling that looks hundreds of years old but isn't. There are plans to make olive oil here, too, in keeping with the fact that Tuscany's castles were agricultural centers as well as defensive fortifications.....



This Japanese travel Magazine featured a tour of the Napa Valley and while we can't read it, we assume from the pictures that they had a good time in Calistoga and especially enjoyed the Calistoga Creamery and Bakery

• **Wolf Communications PR Efforts**

The following contacts during the last quarter represent pending books and articles. The following page (page 7) represents published articles and their value based on advertising rates in the particular publication.

Romantic Destinations	Sherra Meyers	55,000	11/29/2007	Visited Brannan's Grill, Golden Haven Hot Springs- story due out in the summer
Forbes Traveler	Pam Price	Forbes magazine/ ForbesTraveler.com	1/7/2008	Pam agreed last January to visit Calistoga, and was able to work it into her schedule in early December. Per Eden's arrangements, Pam visited Solage, Calistoga Spa, Dr. Wilkinson's and various downtown businesses.
TBD- Antiques Publications	Geets Vincent	n/a	10/29/2007	We provided information on the Sharpsteen Museum which Geets will use in a story to run for two separate antiques publications. The stories have not printed yet.
Copley News Service	Beverly Mann	n/a	1/7/2008	Will be here 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. Her Copley News Service stories go to 1,500 newspapers nationwide.
Sacramento Bee	Janet Fullwood	279,032	10/29/2007	Janet is still planning a trip here this winter for a possible story in her new "Outta Here" column
Napa Valley Day Hikes	Robert Stone	Book	10/30/2007	Book is due to publish 3/1/08, includes mention of three Calistoga inns who hosted Robert during his stay

Media	Writer	Date	Circulation	Ad Value	Size	Information
Alameda Times Star	Bob Ecker	8/26/2007	7,300	n/a	8.5 inches	"Napa Wine Country Offers Large Sips of Art", we regularly send Calistoga information to Bob, but did not directly assist with this article.
Oakland Tribune	Bob Ecker	8/26/2007	156,163	\$2,100.00	8.5 inches	"Napa Wine Country Offers Large Sips of Art", we regularly send Calistoga information to Bob, but did not directly assist with this article.
The Sunday Times	Bob Ecker	8/26/2007	34,497	n/a	7.5 inches	"Napa Wine Country Offers Large Sips of Art", we regularly send Calistoga information to Bob, but did not directly assist with this article.
Wine Country This Week	N/A	8/31/2007	50,000	\$352.50	1/2 page	Visitors Find Napa Valley's Nightlife in Calistoga, ran our press release verbatim
Postcards-foryou.com	George Medovoy	8/7/2007	6,800 pg views per month	n/a	1 page	Ran our Nightlife press release verbatim: http://www.postcardsforyou.com/calistogacalifornianightlife.html
The Los Angeles Times	Amy Hubbard	10/21/2007	779,682	\$865.00	1 inch	Calendar listing in the travel section for Calistoga Downtown Blues & Jazz Fest, ran online and in print
Los Angeles Times.com	Amy Hubbard	10/21/2007	4,582,990 unique visitors per month	\$500.00	part of a page	Calendar listing in the travel section for Calistoga Downtown Blues & Jazz Fest, ran online and in print
USA Today	Jerry Shriver	10/26/2007	2,278,022	\$90,388.20	105 inches	"Calistoga Revels in its Ruggedness", we pitched story ideas, escorted Jerry to Castello di Omorosa, provided information on Solage, barVino, Calistoga Ranch, Calistoga Cellars and other lodging properties, restaurants and spas in Calistoga.
The Weekly Callistogan	N/A	11/1/2007	2,500	\$158.58	9 inches	"Jazz Fest Nov. 3", article talks about details for jazz fest
71 Miles.com	John Vlahides	11/23/2007	n/a	\$500.00	1 page	"Mud Bath Emporium", John wrote about getting spa treatments to warm up during winter, mentioned Indian Springs, Dr. Wilkinson's, Solage, Lavender Hill and Mount View spas
Napa Valley Register	Sasha Paulsen	11/29/2007	16,532	\$116.34	6 inches	"Coming Up" Section- listed tractor parade and other Christmas activities on December 1
St. Helena Star	Sasha Paulsen	11/29/2007	4,600	\$88.10	5 inches	Tractor Parade and other Christmas activities
Contra Costa Times	Kelly Pollard	11/30/2007	165,311	\$9,000.00	25 inches	Article on Napa Valley Lighted Tractor Parade and other Christmas activities in Calistoga
contracostatimes.com	Kelly Pollard	11/30/2007	561,392 unique visitors per month	\$500.00	1 page	Article on Napa Valley Lighted Tractor Parade and other Christmas activities in Calistoga
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 Hartry

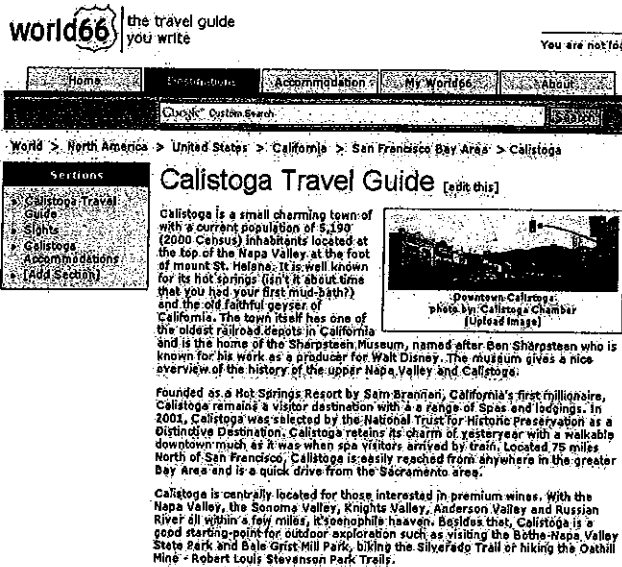
Total

8,793,734 \$105,168.72

Web-based Guide 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 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*, *VirtualTourist.com* and *WikiTravel.org* where data and comments can be revised, commented on or corrected.

This also allows us to monitor customer satisfaction, assist local businesses correct potentially harmful information and take action when appropriate. As a standard practice, we notify Calistoga businesses of any derogatory information posted and suggest that they follow-up with the poster or seek correction of the information.



We also work at placing Calistoga promotional info, photographs, video and similar material on open websites which are becoming quite prevalent. An example of these "wiki" sites is "World 66" shown here.

Another example of marketing opportunities is the use of *YouTube* where video can be stored on-line available to the public (and locatable by search engines) and which can be linked to Chamber sponsored websites.



Visitor Directed Operations

- In addition to the Calistoga Visitor Guide and Calistoga Map and Calistoga Area Winery Map, complimentary visitor publications now include: *Wine Country This Week*, *Wine Country Guide*, *Napa Harvest Trails*, *Napa Valley Guidebook Map*, *Sonoma Valley Guidebook Map*, *Napa Valley Life Magazine*, the *Preiser KEY to the Napa Valley*, *Mud City Weekender*, *Our Town*, *The North Bay Bohemian*, *Bay Links* (ferry guide), *Vine* (route 10 & 11), *Lake County Transit schedule* and the *Napa Valley Bike Map*. The Calistoga area winery map shows all area wineries – not just chamber members. The Marketing Committee is exploring the development of additional visitor oriented publications.
- In preparation for scheduled Trade Show activities, a commercial booth display has been developed and ordered, designed to reflect Calistoga as a desirable and distinctive destination to attendees at travel shows aimed at independent travelers.
- Operating hours have been changed to open at 8 AM seven days a week, to better serve those seeking information on lodging and visitor opportunities. Operating hours will continue to be flexible to meet changing visitor activity patterns.
- The volume of walk-in visitor traffic is showing the normal seasonal slow down. As we progress with our marketing and development of making Calistoga a year-round destination we will be able to track our progress with these seasonal numbers not fluctuating as heavily as they do currently.
- The Calistoga Chamber of Commerce has started to offer many more logo items for sale and to giveaway. We feel this will allow us to brand out the name to our visitors for possible return trips and it is a positive way to keep Calistoga in their minds.

Promotional Events during the preceding quarter included:

- **Downtown Jazz & Wine Tasting Festival**—Our signature Fall music event held in November;
- **Lighted Tractor Parade** –Our annual December event which was larger and better attended as this event continues to grow in reputation;
- **December Downtown Sales Sizzler**—A multi weekend December retail sales promotion with regional draw;
- **New Years Dance & Bonfire**– new event serving both visitors and the community which was very well received



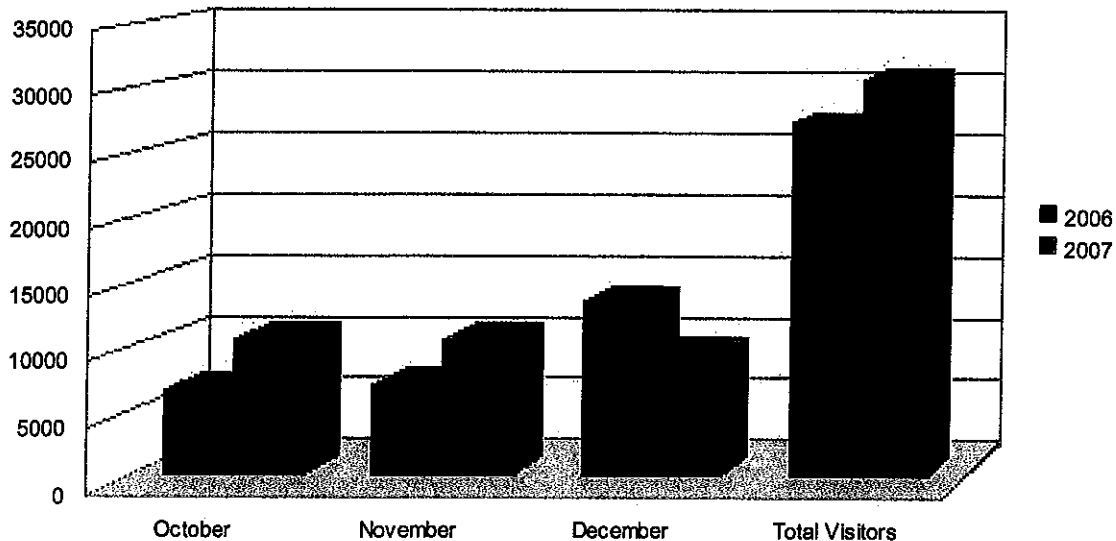
WebSite / Internet Activity

The internet is 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.

- **Updating of the Calistoga Website is well underway. A major portion of this update is providing a Calistoga wide on-line lodging availability and reservation system. This will allow potential visitors to view available accommodations meeting their date and feature requirements and make simultaneous reservations, an important competitive aspect in these days of “instant gratification”.**
- **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 on 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 have increased over same period last year from 27,348 in 2006 to 30,750 in 2007 despite a significant drop-off in December.**

The following Chart reflects the number of “hits”, unique visitors and data downloaded from our website during the past year. During the past quarter, we had 30,750 unique visitors of whom nearly 20% entered the website directly (type in the URL) indicating they were past visitors or were responding to ads, articles or promotional materials.

WebSite Visitors Compared
2nd Quarter 2006-2007



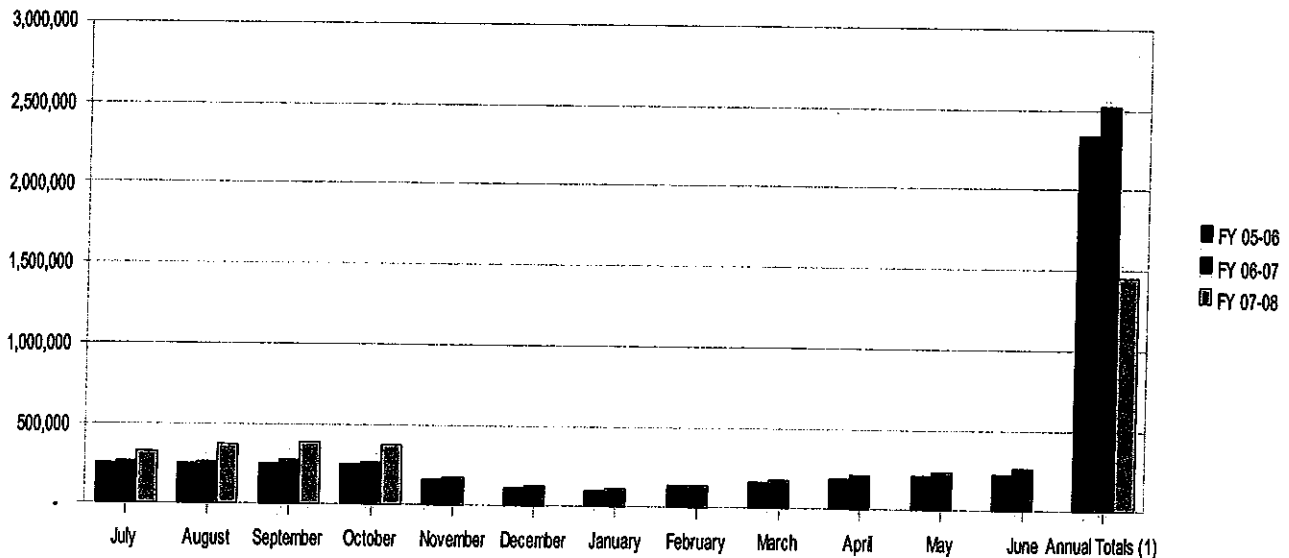
Financial Report

Transient Occupancy Tax Comparisons

Transient Occupancy continues on the upswing as defined by the below data. 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 track our progress with a decrease in the fluctuating of seasonal numbers.

	FY 05-06	FY 06-07	FY 07-08
July	247,442	263,141	320,979
August	252,454	263,104	373,455
September	250,265	273,344	379,601
October	250,935	264,193	373,563
November	166,511	179,453	
December	120,172	126,944	
January	99,179	115,623	
February	139,342	138,661	
March	161,293	173,125	
April	193,393	209,352	
May	213,214	241,733	
June	232,236	260,861	
Annual Totals	2,331,743	2,519,546	1,447,598

TOT Comparison



P & L statement for the first half of FY2007-08 Attached

**Calistoga Chamber of Commerce
Profit & Loss by Class
July through December 2007**

	Calistoga Marketing P...	Chamber of Commerce	TOTAL
Ordinary Income/Expense			
Income			
4000 · INCOME			
4100 · PROGRAM REVENUE			
4102 · Brochure Ad Revenue	0.00	7,546.25	7,546.25
4103 · Board/Membership Meeting	0.00	332.04	332.04
4110 · Space Rental	0.00	1,500.00	1,500.00
4124 · Marketing Assessment	57.14	0.00	57.14
4125 · Donations Received	47.50	337.92	385.42
4135 · Interest	0.00	22.07	22.07
4140 · Mailing Lists/Labels	0.00	150.00	150.00
4145 · Membership Dues			
4145.1 · 110% Membership	0.00	275.52	275.52
4145.2 · Gold Sponsorship	0.00	1,750.00	1,750.00
4145.4 · Bronze Sponsorship	0.00	1,000.00	1,000.00
4145.5 · New Membership Set-up Fee	0.00	250.03	250.03
4145 · Membership Dues - Other	0.00	51,988.06	51,988.06
Total 4145 · Membership Dues	0.00	55,263.61	55,263.61
4150 · Newsletter Ads	0.00	200.00	200.00
4160 · Office Sales			
4161 · Cards & Magnets	1,087.16	0.00	1,087.16
4162 · Maps	406.80	0.00	406.80
4163 · Posters	0.00	182.45	182.45
4164 · Vintage books-Napa Val Guide	16.95	0.00	16.95
4165.1 · Coins Callstoga Logo	12.00	0.00	12.00
4165.2 · License Plate Frames	9.00	0.00	9.00
4165.4 · Christmas Ornament	20.00	0.00	20.00
4168 · Herrero Prints			
4168.1 · Sale of Print	160.00	0.00	160.00
4168.2 · Pay Sales Print	-120.00	0.00	-120.00
Total 4168 · Herrero Prints	40.00	0.00	40.00
4160 · Office Sales - Other	96.21	0.00	96.21
Total 4160 · Office Sales	1,688.12	182.45	1,870.57
4175 · WEBSITE Advertising	0.00	8,235.00	8,235.00
4176 · STREET BANNER Sponsorships	0.00	780.00	780.00
Total 4100 · PROGRAM REVENUE	1,792.76	74,549.34	76,342.10
4300 · EVENT REVENUE			
4315 · Calistoga Christmas Events			
4315.5 · Calistoga Christmas Sponsor	0.00	600.00	600.00
4315.7 · Tractor Parade Entries	0.00	1,750.00	1,750.00
Total 4315 · Calistoga Christmas Events	0.00	2,350.00	2,350.00
4328 · Downtown Blues			
4328.1 · Sponsorships	0.00	7,000.00	7,000.00
4328.2 · Participation Fees	0.00	1,370.00	1,370.00
4328.3 · Tasting Pak	0.00	6,177.00	6,177.00
4328.4 · Ticket Sales	0.00	400.00	400.00
4328.5 · Item Sales	0.00	15.00	15.00
Total 4328 · Downtown Blues	0.00	14,962.00	14,962.00
4330 · Community Awards Dinner	0.00	3,700.00	3,700.00
Total 4300 · EVENT REVENUE	0.00	21,012.00	21,012.00
Total 4000 · INCOME	1,792.76	95,561.34	97,354.10
4340 · Scholarships-Mixers	0.00	389.00	389.00
4500 · VISITORS CENTER INCOME			
4501 · City Contract	145,329.15	0.00	145,329.15
Total 4500 · VISITORS CENTER INCOME	145,329.15	0.00	145,329.15
Total Income	147,121.91	95,950.34	243,072.25

Calistoga Chamber of Commerce
Profit & Loss by Class
 July through December 2007

Expense	Callstoga Marketing P...	Chamber of Commerce	TOTAL
5000 · OPERATING EXPENSES			
5100 · PROGRAM EXPENSES			
5102 · Accounting & Legal	767.97	703.46	1,471.43
5103 · Bank Charges	0.00	5.00	5.00
5106 · Credit Card Discounts & Fees	0.00	401.18	401.18
5110 · Brd/Membership Meetings	2,140.11	1,426.74	3,566.85
5120 · Conferences & Seminars	1,392.44	725.00	2,117.44
5123 · Staff Training	365.73	795.97	1,161.70
5125 · Copier Contract & Supplies	1,132.37	393.22	1,525.59
5130 · Donations Made	0.00	458.95	458.95
5135 · Dues and Subscriptions	749.80	1,019.90	1,769.70
5137 · Entertainment & Meals	309.67	428.97	738.64
5140 · Insurance	4,438.76	1,662.06	6,100.82
5145 · Newsletter-Production			
5146 · Newsletter Mailing	0.00	525.41	525.41
5145 · Newsletter-Production - Other	0.00	1,501.79	1,501.79
Total 5145 · Newsletter-Production	0.00	2,027.20	2,027.20
5150 · Office/ComputerSupplies	4,197.85	1,727.95	5,925.80
5155 · Postage-Office/Membership	24.20	1,034.52	1,058.72
5160 · Office Sales			
5162 · Maps	32.15	0.00	32.15
5163 · Posters/Cards	1,718.00	0.00	1,718.00
5164 · Books-Napa Valley Guide	10.64	0.00	10.64
Total 5160 · Office Sales	1,760.79	0.00	1,760.79
5175 · Rent	6,720.00	2,880.00	9,600.00
5176 · Storage	599.32	330.68	930.00
5180 · Repairs & Maint	6,857.31	566.11	7,423.42
5187 · Taxes-Federal/State	13.05	39.17	52.22
5190 · Telephone/Fax	3,195.23	2,360.68	5,555.91
5193 · Travel & Mileage	385.71	230.82	616.53
5195 · Utilities	1,509.90	773.66	2,283.56
5210 · Other Program Expenses	0.00	153.87	153.87
Total 5100 · PROGRAM EXPENSES	36,560.21	20,145.11	56,705.32
5300 · EVENT EXPENSE			
5318 · Calistoga Christmas	131.27	3,232.53	3,363.80
5321 · Downtown Blues Expenses			
5321.3 · Staging & Tenting	0.00	183.18	183.18
5321.5 · Marketing	0.00	2,887.02	2,887.02
5321 · Downtown Blues Expenses - Other	0.00	7,951.57	7,951.57
Total 5321 · Downtown Blues Expenses	0.00	11,021.77	11,021.77
5325 · Concerts in the Park	1,243.05	0.00	1,243.05
5330 · Community Awards Dinner	0.00	4,320.00	4,320.00
5331 · Community Support	0.00	586.77	586.77
5345 · Mustard Mud & Music Expense	0.00	906.25	906.25
Total 5300 · EVENT EXPENSE	1,374.32	20,067.32	21,441.64
5400 · MARKETING and ADVERTISING			
5402 · Trade Show Marketing	6,948.76	0.00	6,948.76
5404 · Media PR Program			
5404.1 · Wolf Communications	14,760.00	0.00	14,760.00
Total 5404 · Media PR Program	14,760.00	0.00	14,760.00
5405 · Contract Services/Agency Fee	300.00	0.00	300.00
5415 · Mailing Expense-Brochures	664.07	0.00	664.07
5420 · Advertising Guides			
5422 · Our Town - NV Publishing	675.00	0.00	675.00
5426 · Napa Valley Guide	1,570.00	0.00	1,570.00
5429 · Sonoma Cty Tourism Guide	3,925.00	0.00	3,925.00
Total 5420 · Advertising Guides	6,170.00	0.00	6,170.00

Calistoga Chamber of Commerce
Profit & Loss by Class
 July through December 2007

01/06/08

Cash Basis

	Calistoga Marketing P...	Chamber of Commerce	TOTAL
5430 · INTERNET - WWW			
5431 · Website Promotion	1,500.00	0.00	1,500.00
5434 · Website Development	3,480.00	0.00	3,480.00
5436 · Domain Names	805.10	0.00	805.10
Total 5430 · INTERNET - WWW	5,785.10	0.00	5,785.10
5450 · PRINT MEDIA			
5458 · Regional Publications			
5458.1 · Vintage Publications	912.00	0.00	912.00
5458 · Regional Publications - Other	1,711.30	0.00	1,711.30
Total 5458 · Regional Publications	2,623.30	0.00	2,623.30
Total 5450 · PRINT MEDIA	2,623.30	0.00	2,623.30
5470 · OTHER ADVERTISING EXP			
5472 · Media Photo/Video	-200.00	0.00	-200.00
5470 · OTHER ADVERTISING EXP - Other	0.00	20.00	20.00
Total 5470 · OTHER ADVERTISING EXP	-200.00	20.00	-180.00
5475 · STREET BANNER PROGRAM	0.00	1,440.00	1,440.00
5480 · Printed Collateral	875.00	0.00	875.00
Total 5400 · MARKETING and ADVERTISING	37,926.23	1,460.00	39,386.23
5600 · Write Off Bad Debt	0.00	8,655.50	8,655.50
Total 5000 · OPERATING EXPENSES	75,860.76	50,327.93	126,188.69
5340 · Mixer - Scholarship Awards	0.00	2,000.00	2,000.00
5342 · Mixer - Event Expenses	0.00	869.39	869.39
6560 · Payroll Expenses			
6560.2 · Employee Wages	70,726.29	40,067.04	110,793.33
6560.3 · ETT-Company	31.72	6.61	38.33
6560.4 · FUTA-Company	253.84	52.93	306.77
6560.5 · Social Security-Company	3,776.80	3,092.39	6,869.19
6560.6 · MediCare-Company	883.28	723.22	1,606.50
6560.7 · SUTA-Company	1,047.06	218.31	1,265.37
6560.9 · Workers' Compensation Insurance	-646.25	-596.77	-1,243.02
Total 6560 · Payroll Expenses	76,072.74	43,563.73	119,636.47
6565 · Personnel Services	0.00	91.80	91.80
Total Expense	151,933.50	96,852.85	248,786.35
Net Ordinary Income	-4,811.59	-902.51	-5,714.10
Other Income/Expense			
Other Income			
7030 · Other Income	0.00	15.00	15.00
7100 · Pass-Thru Income/Deposits			
7105 · Downtown Merchants			
7105.2 · Downtown Expenses	0.00	-38.95	-38.95
Total 7105 · Downtown Merchants	0.00	-38.95	-38.95
Total 7100 · Pass-Thru Income/Deposits	0.00	-38.95	-38.95
Total Other Income	0.00	-23.95	-23.95
Net Other Income	0.00	-23.95	-23.95
Net Income	-4,811.59	-926.46	-5,738.05