#### PROFESSIONAL SERVICES AGREEMENT

Authorizing Agreement No	
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THIS AGREEMENT is entered into as of the 7<sup>th</sup> day of July, by and between the CITY OF CALISTOGA herein called the "CITY", and the CALISTOGA CHAMBER OF COMMERCE, herein called the "CHAMBER".

#### Recitals

WHEREAS, CITY desires to obtain services in connection with marketing and promotional services for the City of Calistoga; and

WHEREAS, CHAMBER hereby warrants to the CITY that CHAMBER is skilled and able to provide such services described in Section 1 of this Agreement; and

WHEREAS, CITY desires to retain CHAMBER pursuant to this Agreement to provide the services described in Section 1 of this Agreement.

#### Agreement

NOW, THEREFORE, THE PARTIES HERETO AGREE AS FOLLOWS:

- 1. <u>Scope of Services</u>. Subject to such policy direction and approvals as the CITY through its staff may determine from time to time, CHAMBER shall perform the services set out in the "Scope of Work" attached hereto as Exhibit "A" and incorporated herein by reference.
- 2. <u>Time of Performance</u>. The services of CHAMBER are to commence no sooner than **July 1, 2009** and, subject to City Council approval, be completed not later than **June 30, 2011**. Any changes to these dates must be approved in writing by the City Manager or his or her designee.

#### 3. Compensation and Method of Payment.

A. <u>Compensation</u>. The compensation to be paid to CHAMBER, including both payment for professional services and reimbursable expenses, shall be at the rate and schedules attached hereto as Exhibit "A". However, in no event shall the amount exceed \$302,000 for the first year of this Agreement, and increased in future years by the Consumer Price Index for the previous year (April to April).

"Consumer Price Index" shall mean "the Consumer Price Index for all Urban Consumers San Francisco-Oakland Area, published by the U.S. Department of Labor, Bureau of Labor Statistics".

Payment by CITY under this Agreement shall not be deemed a waiver of defects, even if such defects were known to the CITY at the time of payment.

- B. <u>Timing of Payment</u>. Billing for said services may be made on a quarterly basis. CITY shall review CHAMBER'S statement and pay CHAMBER for services rendered within 30 days of receipt of the CHAMBER'S statement.
- C. <u>Changes in Compensation</u>. CHAMBER will not undertake any work that will incur costs in excess of the amount identified in Section 3. A. without written approval from CITY
- D. <u>Litigation Support</u>. CHAMBER agrees to testify at CITY's request if litigation is brought against CITY in connection with CHAMBER'S services. Unless the action is brought by CHAMBER or is based upon CHAMBER'S negligence, CITY will compensate CHAMBER for the preparation and the testimony at CHAMBER'S standard hourly rates.
- 4. Ownership of Documents. All plans, studies, documents and other writings prepared by and for CHAMBER, its officers, employees and agents in the course of implementing this Agreement, except working notes and internal documents, shall become the sole property of the CITY upon payment to CHAMBER for such work, and the CITY shall have the sole right to use such materials in its sole discretion without further compensation to CHAMBER or to any other party. Any modifications made by the CITY to any of the CHAMBER'S documents or any partial use or reuse of the documents without the express written consent of the CHAMBER will be at the CITY's sole risk and without liability to the CHAMBER and the CITY shall indemnify, defend, and hold harmless from all claims, damages, losses and expenses including, but not limited to, attorney's fees resulting there from.
- 5. <u>Employment of Other CHAMBERS, Specialists or Experts.</u> CHAMBER will not employ or otherwise incur an obligation to pay other CHAMBER, specialists or experts for services in connection with this Agreement without the prior written approval of the CITY.

#### Interest of CHAMBER.

A. CHAMBER (including principals, associates and professional employees) covenants and represents that it does not now have any investment or interest in real property and shall not acquire any interest, direct or indirect, in the area covered by this contract or any other source of income, interest in real property or investment which would be affected in any manner or degree by the performance of CHAMBER'S services hereunder. CHAMBER further covenants and represents that in the performance of its duties hereunder no person having any such interest shall perform any services under this contract.

CHAMBER is not a designated employee within the meaning of the Political Reform Act because CHAMBER:

(1) will conduct research and arrive at conclusions with respect to his/her rendition of information, advice, recommendation or counsel independent of the control and direction of the CITY or of any CITY official, other than normal contract monitoring; and

- (2) possesses no authority with respect to any CITY decision beyond the rendition of information, advice, recommendation or counsel. (FPPC Reg. 18700(a) (2).)
- 7. Interest of Members and Employees of CITY. No member of the CITY and no other officer, employee or agent of the CITY who exercises any functions or responsibilities in connection with the carrying out of any project to which this Agreement pertains, shall have any personal interest, direct or indirect, in this Agreement, nor shall any such person participate in any decision relating to this Agreement which affects his/her personal interests or the interest of any corporation, partnership or association in which he/she is directly or indirectly interested.
- 8. <u>Liability of Members and Employees of CITY</u>. No member of the CITY and no other officer, employee or agent of the CITY shall be personally liable to CHAMBER or otherwise in the event of any default or breach of the CITY, or for any amount which may become due to CHAMBER or any successor in interest, or for any obligations directly or indirectly incurred under the terms of this Agreement.
- 9. <u>Indemnification of CITY</u>. CHAMBER hereby agrees to defend, indemnify and save harmless the CITY, its officers, agents, employees and servants, from and against any and all claims, liability or obligations based on negligence or willful misconduct brought on account of or arising out of any acts, errors or omissions of CHAMBER undertaken pursuant to this Agreement. The CITY has no liability or responsibility for any accident, loss or damage to any work performed under this Agreement whether prior to its completion and acceptance or otherwise. CHAMBER'S duty to indemnify and hold harmless, as set forth herein, shall include the duty to defend as set forth in Section 2778 of the California Civil Code.
- 10. CHAMBER Not an Agent of CITY. CITY retains all rights of approval and discretion with respect to the projects and undertakings contemplated by this Agreement. CHAMBER, its officers, employees and agents shall not have any power to bind or commit the CITY to any decision.
- 11. <u>Independent Contractor</u>. It is understood that CHAMBER, in the performance of the work and services agreed to be performed by CHAMBER, shall act as and be an independent contractor and not an agent or employee of CITY; and as an independent contractor, CHAMBER shall obtain no rights to retirement benefits or other benefits which accrue to CITY's employees, and CHAMBER hereby expressly waives any claim it may have to any such rights.

#### Compliance with Laws.

A. <u>General</u>. CHAMBER shall use the standard of care in its profession to comply with all applicable federal, state and local laws, codes, ordinances and regulations. CHAMBER represents and warrants to CITY that it has all licenses, permits, qualifications, insurance and approvals of whatsoever nature, which are legally required for CHAMBER to practice its profession. CHAMBER represents and warrants to CITY that CHAMBER shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement any licenses, permits, insurance and approvals which are legally required for CHAMBER to practice its profession. CHAMBER shall maintain a CITY of Calistoga business license.

- B. <u>Workers' Compensation</u>. CHAMBER certifies that it is aware of the provisions of the California Labor Code, which require every employee to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that Code, and CHAMBER certifies that it will comply with such provisions before commencing performance of this Agreement.
- C. <u>Injury and Illness Prevention Program</u>. CHAMBER certifies that it is aware of and has complied with the provisions of California Labor Code Section 6401.7.
- D. <u>CITY Not Responsible</u>. The CITY is not responsible or liable for CHAMBER'S failure to comply with any and all of said requirements.
- 13. <u>Confidential Information</u>. All data, documents, discussions or other information developed or received by or for CHAMBER in performance of this Agreement are confidential and not to be disclosed to any person except as authorized by CITY, or as required by law.

#### 14. <u>Insurance</u>.

#### A. Minimum Scope of Insurance.

- (1) CHAMBER agrees to have and maintain, for the duration of the contract, a General Liability insurance policy insuring him/her and his/her firm to an amount not less than One Million Dollars (\$1,000,000.00) combined single limit per occurrence and in the aggregate for bodily injury, personal injury and property damage.
- (2) CHAMBER agrees to have and maintain for the duration of the contract an Automobile Liability insurance policy insuring him/her and his/her staff to an amount not less than Five Hundred Thousand Dollars (\$500,000.00) combined single limit per accident for bodily injury and property damage.
- (3) CHAMBER shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors or omissions which may arise from CHAMBER'S operations under this Agreement, whether such operations be by CHAMBER or by its employees, subcontractors, or sub consultants. The amount of this insurance shall not be less than One Million Dollars (\$1,000,000.00) on a claims-made annual aggregate basis.
- (4) A Workers' Compensation and Employers' Liability policy written in accordance with the laws of the State of California and providing coverage for any and all employees of CHAMBER:
- (a) This policy shall provide coverage for Workers' Compensation (Coverage A).
- (b) This policy shall also provide coverage for One Million Dollars (\$1,000,000.00) Employers' Liability (Coverage B).

- (c) Contractor shall provide to the CITY an endorsement that the insurer waives the right of subrogation against the CITY, its officials, officers, employees, volunteers, and agents.
- (5) All of the following endorsements are required to be made a part of each of the required policies, except for the Professional Liability and Workers' Compensation and Employers' Liability policies, as stipulated below:
- (a) "The City of Calistoga, its employees, officers, agents and contractors are hereby added as additional insurers, but only as respects work done by, for on behalf of the named insured."
- (b) "This policy shall be considered primary insurance as respects any other valid and collectible insurance the CITY may possess, including any selfinsured retention the CITY may have, and any other insurance the CITY does possess shall be considered excess insurance only and shall not contribute with it."
- (c) "This insurance shall act for each insured and additional insured as though a separate policy had been written for each. This, however, will not act to increase the limit of liability of the insuring company."
- (6) CHAMBER shall provide to the CITY all certificates of insurance with original endorsements affecting coverage required by this paragraph. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. The CITY reserves the right to require complete, certified copies of all required insurance policies at any time.

#### B. General Liability.

- (1) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the CITY, its officers, officials, employees or volunteers.
- (2) CHAMBER'S insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.
- C. <u>All Coverages</u>. Each insurance policy required in this item shall provide that coverage shall not be canceled, except after 30 days' prior written notice by certified mail, return receipt requested, has been given to the CITY. Current certification of such insurance shall be kept on file with the CITY Secretary at all times during the term of this Agreement.
- D. <u>Acceptability of Insurers</u>. Insurance is to be placed with insurers approved by the California Department of Insurance with a BestÆs rating of no less than A: VII.
- E. <u>Deductibles and Self-Insured Retentions</u>. Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, CHAMBER shall demonstrate financial capability for payment of such deductibles or self-insured retentions.

15. <u>Assignment Prohibited</u>. Neither the CITY nor CHAMBER may assign any right or obligation pursuant to this Agreement. Any attempted or purported assignment of any right or obligation hereunder shall be void and of no effect.

#### 16. Termination of Agreement.

- A. This Agreement and all obligations hereunder may be terminated at any time, with or without cause, by the CITY upon written notice to the CHAMBER upon 5 days' written notice. CHAMBER may terminate this Agreement upon 30 days' written notice.
- B. If CHAMBER fails to perform any of its material obligations under this Agreement, in addition to all other remedies provided by law, CITY may terminate this Agreement immediately upon written notice.
- C. Upon termination with or without cause, all finished and unfinished documents, project data and reports shall, at the option of the CITY, become its sole property and shall, at CHAMBER'S expense, be delivered to the CITY or to any party it may so designate.
- D. In the event termination is without cause, CHAMBER shall be entitled to any compensation owing to it hereunder up to the time of such termination, it being understood that any payments are full compensation for services rendered prior to the time of payment; provided, however, that CHAMBER shall be entitled to compensation for work in progress at the time of termination.
- 17. <u>Amendment</u>. This Agreement constitutes the complete and exclusive statement of the Agreement to CITY and CHAMBER. It may be amended or extended from time to time by written agreement of the parties hereto.
- 18. <u>Litigation Costs</u>. If either party becomes involved in litigation arising out of this Agreement or the performance thereof, the court in such litigation shall award reasonable costs and expenses, including attorneys' fees, to the prevailing party. In awarding attorneys' fees, the court will not be bound by any court fee schedule, but shall, if it is in the interest of justice to do so, award the full amount of costs, expenses, and attorneys' fees paid or incurred in good faith.
- 19. <u>Time of the Essence</u>. Time is of the essence of this Agreement, however, the CHAMBER shall not be held responsible for delays caused by acts outside of CHAMBER'S control.
- 20. <u>Written Notification</u>. Any notice, demand, request, consent, approval or communications that either party desires or is required to give to the other party shall be in writing and either served personally or sent by prepaid, first class mail. Any such notice, demand, etc. shall be addressed to the other party at the address set forth herein below. Either party may change its address by notifying the other party of the change of address. Notice shall be deemed communicated within 48 hours from the time of mailing if mailed as provided in this section.

If to CITY:

City Of Calistoga City Manager 1232 Washington Street Calistoga, CA 94515

If to CHAMBER:

Calistoga Chamber of Commerce
Executive Director
Washington Street
Calistoga, CA 94515

#### 21. CHAMBER'S Books and Records.

- A. CHAMBER shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services, or expenditures and disbursements charged to CITY for a minimum period of three (3) years, or for any longer period required by law, from the date of final payment to CHAMBER to this Agreement.
- B. CHAMBER shall maintain all documents and records, which demonstrate performance under this Agreement for a minimum period of three (3) years, or for any longer period required by law, from the date of termination or completion of this Agreement.
- C. Any records or documents required to be maintained pursuant to this Agreement shall be made available for inspection or audit, at any time during regular business hours, upon written request by the City Attorney, City Auditor, City Manager, or a designated representative of any of these officers. Copies of such documents shall be provided to CITY for inspection at City Hall when it is practical to do so. Otherwise, unless an alternative is mutually agreed upon, the records shall be available at CHAMBER'S address indicated for receipt of notices in this Agreement.
- D. Where CITY has reason to believe that such records or documents may be lost or discarded due to dissolution, disbandment or termination of CHAMBER'S business, CITY may, by written request by any of the above-named officers, require that custody of the records be given to CITY and that the records and documents be maintained in City Hall. Access to such records and documents shall be granted to any party authorized by CHAMBER, CHAMBER'S representatives, or CHAMBER'S successor-in-interest.
- 22. Equal Employment Opportunity. CHAMBER is an equal opportunity employer and agrees to comply with all applicable state and federal regulations governing equal employment opportunity. CHAMBER will not discriminate against any employee or applicant for employment because of race, age, sex, creed, color, sexual orientation, marital status or national origin. CHAMBER will take affirmative action to ensure that applicants are treated during such employment without regard to race, age, sex, creed, color, sexual orientation, marital status or national origin. Such action shall include, but shall not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; lay-offs or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. CHAMBER further agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

- 23. <u>Waiver</u>. No failure on the part of either party to exercise any right or remedy hereunder shall operate as a waiver of any other right or remedy that party may have hereunder.
- 24. <u>Execution</u>. This Agreement may be executed in several counterparts, each of which shall constitute one and the same instrument and shall become binding upon the parties when at least one copy hereof shall have been signed by both parties hereto. In approving this Agreement, it shall not be necessary to produce or account for more than one such counterpart.
- 25. <u>News Releases/Interviews</u>: All CHAMBER and sub consultant news releases, media interviews, testimony at hearings and public comment shall be prohibited unless expressly authorized by the CITY.
- 26. <u>Credit and Recognition</u>. City shall be listed and credited as an official corporate sponsor for all Chamber events and activities provided pursuant to this agreement. City shall provide a copy of City Logo for such credit use. City shall be considered as a corporate business member of the Chamber and entitled to same membership benefits as other Chamber business members for participation in Chamber events and activities by City elected officials and staff.
- 27. <u>Venue</u>. In the event that suit shall be brought by either party hereunder, the parties agree that trial of such action shall be held exclusively in a state court in the County of Napa, California.

IN WITNESS WHEREOF, the CITY and CHAMBER have executed this Agreement as of the date first above written.

CITY OF CALISTOGA	CHAMBER
Ву:	By: Mall
James C. McCann	/ / / / /
Title: City Manager	Title: Executive O, rector
APPROVED AS TO FORM:	ATTEST
Michelle Marchetta Kenyon City Attorney	Susan Sneddon, City Clerk



# CHAMBER OF COMMERCE HOT Springs · Cool Wines · Warm Welcome JUNE 30 DRAFT (JCM's)

#### 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



#### CHAMBER OF COMMERCE

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new Internet technology to promote the Calistoga name, image and placement as a destination.

- The Chamber will continue to organize, sponsor and present community wide special events which are designed to focus and promote Calistoga tourism and local businesses. Additionally, the Chamber shall be responsible for the coordination, marketing, sponsoring and production of community wide winter and spring off-season special events including but not limited to, Calistoga Christmas (including the annual Napa Valley Lighted Tractor Parade) and Mustard Mud & Music, the spring downtown jazz festival, and one additional new off-season community wide special event during the off-season.
- The Chamber will provide quarterly activity and financial reports to the City. Quarterly financial reports and records and subsidiary documentation for receipt and expenditure of contract funds shall be made submitted to the City's Director of Administrative Services. Said financial reports shall be submitted by the last day of the month following the subject quarter.

The quarterly activity reports shall include but not be limited to "traffic" reports from the Visitor Center reflecting the volume and nature of activities, inquiries and services provided by staff; the results of marketing and promotional programs including the number of rooms booked and the approximate revenue generated from marketing and promotional efforts; the history and projection of sponsored or supported events and the revenues and/or volume of participation realized or anticipated; and results of coordinated marketing and promotional activities and efforts with public and private organizations.

The City and the Chamber will continue to maintain communication through monthly meetings of staff and discussions of subjects and processes of mutual interest.

- The Chamber will accumulate data and report on Travel Industry Trends, which can provide business direction.
- The Chamber will support the Napa Valley Destination Council PR efforts, along with the Napa Valley Branding Campaign.
- The Chamber will explore the Tourism BID financing model.
- The Chamber will continue to be an active participant in the promotion, marketing and advancement of Calistoga as a visitor destination and as a great place to live and do business. The Chamber will be an active partner and



#### CHAMBER OF COMMERCE

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participant in the implementation and operation of the Visitors Center under the Chamber umbrella. In that regard, there will be some overlap of duties and activities based interrelated activities, local knowledge and available skills. The

Chamber will provide assistance and oversight to the Visitors Center, which will reduce the overhead of the visitor's center with shared assets and staff.

- The Chamber will sponsor a minimum of two (2) "Business Informational Meetings" with the City. These events are designed to provide up to date information and assistance to local business owners on activities being undertaken by the City that have an impact on the local business community to foster greater understanding and to identify areas for improvement and efficiency. The Chamber and the City shall work together to identify topics, dates and times for these events.
- The Chamber will continue to participate in regional, state and national programs and activities which promote Calistoga or which improve Calistoga's image as a visitor destination, including but not limited to:
  - 1. Coordinate activities with other private and public Visitor oriented organizations.
  - 2. Provide staff and management training opportunities thru coordination with the Napa Valley College Small Business Development Center.
  - 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.

### Calistoga Chamber of Commerce Profit & Loss Budget Overview

July 2010 through June 2011

	Jul '10 - Jun 11
Ordinary Income/Expense	odi io-vali (i
Income	
4000 · INCOME	
4102 · Brochure Ad Revenue	6,000.00
4110 · Space Rental	1,125.00
4145 · Membership Dues	.,
4145.5 · New membership Set Up Fee	750.00
4145 · Membership Dues - Other	85,000.00
Total 4145 · Membership Dues	85,750.00
4150 · Newsletter Ads	1,600.00
4160 · Office Sales	4,500.00
4175 · Website Advertising	12,000.00
4300 · EVENT REVENUE	,
4315 · Calistoga Christmas Events	4,000.00
4326 · Mustard Mud & Music	20,000.00
4327 · Rockabilly Roundup Income	3,000.00
4328 · Downtown Blues	12,500.00
4330 · Community Awards Dinner	6,000.00
4376 · Saturday Music Events	35,000.00
Total 4300 · EVENT REVENUE	80,500.00
Total 4000 · INCOME	191,475.00
4500 · VISITORS CENTER INCOME	
4501 · City Contract	302,000.00
Total 4500 - VISITORS CENTER INCOME	302,000.00
Total Income	493,475.00
Expense	
5000 · OPERATING EXPENSES	
5100 · PROGRAM EXPENSES	
5102 · Accounting & Legal	7,000.00
5103 · Bank Charges	7,000.00
5110 · Board/Membership Meetings	1,500.00
5112 · Membership Plaques	400.00
5120 · Conferences & Seminars	6,000.00
5125 · Copier Contract & Supplies	6,000.00
5130 · Donations Made	500.00
5135 · Dues & Subscriptions	2,000.00
5137 · Entertainment & Meals	2,000.00
5140 · Insurance	7,000.00
5145 · Newsletter Production	
5146 · Newsletter Mailing	1,500.00
5145 · Newsletter Production - Other	2,200.00
Total 5145 · Newsletter Production	3,700.00
5155 · Postage-Office/Membership	7,200.00

## Calistoga Chamber of Commerce Profit & Loss Budget Overview

July 2010 through June 2011

5160 · Office Sales         4,000.00           5175 · Rent         22,800.00           5176 · Storage         2,715.00           5180 · Repairs & Maintenance         1,500.00           5187 · Taxes - Federal/State         480.00           5190 · Telephone/Fax         6,750.00           5193 · Travel & Mileage         2,700.00           5195 · Utilities         4,000.00           Total 5100 · PROGRAM EXPENSES         95,245.00           5300 · EVENT EXPENSE         1,500.00           5316 · Shopping Spree         1,500.00           5317 · Health & Wellness         4,500.00           5318 · Calistoga Christmas         5,000.00           5321 · Downtown Blues Expense         8,000.00           5324 · Saturday Music Events Exp.         40,000.00           5330 · Community Awards Dinner         6,500.00           5345 · Mustard Mud & Music Expense         15,000.00           5348 · Rockability Roundup         3,000.00           5400 · MARKETING & ADVERTISING         5404.1 · Wolf Comminication         30,000.00           5404 · Media PR Program         50,000.00           5415 · Expense Brochures         600.00           5415 · Expense Brochures         600.00           5415 · Expense Brochures         600.00 </th <th></th> <th>Jul '10 - Jun 11</th>		Jul '10 - Jun 11
\$175 - Rent   22,800.00	5160 · Office Sales	4.000.00
5176 · Storage       2,715.00         5180 · Repairs & Maintenance       1,500.00         5187 · Taxes-Federal/State       480.00         5190 · Telephone/Fax       6,750.00         5193 · Travel & Mileage       2,700.00         5195 · Utilities       4,000.00         Total 5100 · PROGRAM EXPENSES       95,245.00         5300 · EVENT EXPENSE       95,245.00         5317 · Health & Wellness       4,500.00         5318 · Callistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5346 · Rockabilty Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       5404 · Media PR Program       50,000.00         5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5415 · Expense Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides       7,800.00         5431 · Website Development       6,000.00         5432 · Website Development <th></th> <th></th>		
5180 · Repairs & Maintenance   1,500.00		•
5187 · Taxes-Federal/State       480.00         5190 · Telephone/Fax       6,750.00         5193 · Travel & Mileage       2,700.00         5195 · Utilities       4,000.00         Total 5100 · PROGRAM EXPENSES       95,245.00         5300 · EVENT EXPENSE       1,500.00         5316 · Shopping Spree       1,500.00         5317 · Health & Wellness       4,500.00         5318 · Calistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5346 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       50,000.00         5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5415 · Expense Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides       7,800.00         5431 · Website Promotion       20,000.00         5432 · Advertising Guides       7,800.00	<del>-</del>	•
5190 · Telephone/Fax       6,750.00         5193 · Travel & Mileage       2,700.00         5195 · Utilities       4,000.00         Total 5100 · PROGRAM EXPENSES       95,245.00         5300 · EVENT EXPENSE       1,500.00         5316 · Shopping Spree       1,500.00         5317 · Health & Wellness       4,500.00         5318 · Calistoga Christmas       5,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5348 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       5404.1 · Wolf Comminication       30,000.00         5404 · Media PR Program       50,000.00         5415 · Expense Brochures       5411 · Certified Display       600.00         5415 · Expense Brochures - Other       2,000.00         5415 · Expense Brochures - Other       2,000.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Powelopment       6,000.00         5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADV	•	,
5193 · Travel & Mileage       2,700.00         5195 · Utilities       4,000.00         Total 5100 · PROGRAM EXPENSES       95,245.00         5300 · EVENT EXPENSE       1,500.00         5316 · Shopping Spree       1,500.00         5317 · Health & Wellness       4,500.00         5318 · Callistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       5404 · Media Program         5404 · Media Program       50,000.00         5404 · Media Program       50,000.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5434 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM		6.750.00
Total 5100 - PROGRAM EXPENSES   95,245.00	·	, ,
Total 5100 · PROGRAM EXPENSES   95,245.00		
5316 · Shopping Spree       1,500.00         5317 · Health & Wellness       4,500.00         5318 · Calistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       5404 · Media PR Program         5404 · Media PR Program       50,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00      <		and the second s
5317 · Health & Wellness       4,500.00         5318 · Calistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       20,000.00         5404 · Media PR Program       50,000.00         5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures · Other       2,000.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides       7,800.00         5431 · Website Promotion       20,000.00         5432 · INTERNET-WWW       5431 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00 <td< th=""><th>5300 · EVENT EXPENSE</th><th></th></td<>	5300 · EVENT EXPENSE	
5318 · Calistoga Christmas       5,000.00         5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       20,000.00         5404 · Media PR Program       50,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures       3,200.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00 <th>5316 · Shopping Spree</th> <th>1,500.00</th>	5316 · Shopping Spree	1,500.00
5321 · Downtown Blues Expense       8,000.00         5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       83,500.00         5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00	5317 · Health & Wellness	4,500.00
5324 · Saturday Music Events Exp.       40,000.00         5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00          6560 · Payroll Expenses       222,000.00	5318 Calistoga Christmas	5,000.00
5330 · Community Awards Dinner       6,500.00         5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5431 · Website Promotion       20,000.00         5434 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00          6560 · Payroll Expenses       222,000.00	5321 · Downtown Blues Expense	8,000.00
5345 · Mustard Mud & Music Expense       15,000.00         5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5400 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5324 · Saturday Music Events Exp.	40,000.00
5348 · Rockabilly Roundup       3,000.00         Total 5300 · EVENT EXPENSE       83,500.00         5400 · MARKETING & ADVERTISING       20,000.00         5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         5420 · Advertising Guides · Factorial State · Expense · Sociolo       7,800.00         5430 · INTERNET-WWW       20,000.00         5434 · Website Development · Goodon       6,000.00         5436 · Domain Fees · Sociolo       500.00         Total 5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM · 1,500.00       1,500.00         Total 5400 · MARKETING & ADVERTISING · 92,000.00         Total 5400 · OPERATING EXPENSES · 270,745.00         6560 · Payroll Expenses · 222,000.00	5330 Community Awards Dinner	6,500.00
Total 5300 · EVENT EXPENSE         83,500.00           5400 · MARKETING & ADVERTISING         20,000.00           5404 · Media PR Program         20,000.00           5404.1 · Wolf Comminication         30,000.00           Total 5404 · Media PR Program         50,000.00           5415 · Expense Brochures         600.00           5412 · Mailing Brochures         600.00           5415 · Expense Brochures · Other         2,000.00           5415 · Expense Brochures · Other         2,000.00           5415 · Expense Brochures · Other         3,200.00           5415 · Expense Brochures · Other         3,200.00           5415 · Expense Brochures · Other         2,000.00           5420 · Advertising Guides · 7,800.00         7,800.00           5430 · INTERNET-WWW         20,000.00           5431 · Website Promotion · 20,000.00         20,000.00           5436 · Domain Fees · 500.00         500.00           Total 5430 · INTERNET-WWW         26,500.00           5475 · STREET BANNER PROGRAM · 1,500.00         1,500.00           Total 5400 · MARKETING & ADVERTISING · 92,000.00           Total 5000 · OPERATING EXPENSES · 270,745.00           6560 · Payroll Expenses · 222,000.00	5345 · Mustard Mud & Music Expense	15,000.00
5400 · MARKETING & ADVERTISING         5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5400 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5348 · Rockabilly Roundup	3,000.00
5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures · Other       2,000.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5434 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	Total 5300 · EVENT EXPENSE	83,500.00
5404 · Media PR Program       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures · Other       2,000.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5434 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5400 · MARKETING & ADVERTISING	
5404.2 · Media Outreach       20,000.00         5404.1 · Wolf Comminication       30,000.00         Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures - Other       2,000.00         5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5434 · Website Promotion       20,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00		
Total 5404 · Media PR Program       50,000.00         5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	_	20,000.00
5415 · Expense Brochures       600.00         5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00		30,000.00
5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	Total 5404 · Media PR Program	50,000.00
5411 · Certified Display       600.00         5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5415 · Expense Brochures	
5412 · Mailing Brochures       600.00         5415 · Expense Brochures · Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	•	600.00
5415 · Expense Brochures - Other       2,000.00         Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	• -	600.00
Total 5415 · Expense Brochures       3,200.00         5420 · Advertising Guides       7,800.00         5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	<del>-</del>	2,000.00
5430 · INTERNET-WWW       20,000.00         5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	•	3,200.00
5431 · Website Promotion       20,000.00         5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5420 · Advertising Guides	7,800.00
5434 · Website Development       6,000.00         5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5430 · INTERNET-WWW	
5436 · Domain Fees       500.00         Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5431 · Website Promotion	20,000.00
Total 5430 · INTERNET-WWW       26,500.00         5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5434 · Website Development	6,000.00
5470 · OTHER ADVERTISING EXPENSE       3,000.00         5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	5436 · Domain Fees	500.00
5475 · STREET BANNER PROGRAM       1,500.00         Total 5400 · MARKETING & ADVERTISING       92,000.00         Total 5000 · OPERATING EXPENSES       270,745.00         6560 · Payroll Expenses       222,000.00	Total 5430 · INTERNET-WWW	26,500.00
Total 5400 · MARKETING & ADVERTISING         92,000.00           Total 5000 · OPERATING EXPENSES         270,745.00           6560 · Payroll Expenses         222,000.00	5470 · OTHER ADVERTISING EXPENSE	3,000.00
Total 5000 · OPERATING EXPENSES         270,745.00           6560 · Payroll Expenses         222,000.00	5475 · STREET BANNER PROGRAM	1,500.00
6560 · Payroll Expenses 222,000.00	Total 5400 · MARKETING & ADVERTISING	92,000.00
1000 10	Total 5000 · OPERATING EXPENSES	270,745.00
Total Expense 492,745.00	6560 · Payroll Expenses	
	Total Expense	492,745.00

11:39 AM 07/01/09 Cash Basis

### Calistoga Chamber of Commerce Profit & Loss Budget Overview July 2010 through June 2011

	Jul '10 - Jun 11
Net Ordinary Income	730.00
Net Income	730.00