

# CALISTOGA

Chamber of Commerce

Serving the Business Community of Calistoga Since 1944



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## INVEST IN YOUR BUSINESS AND COMMUNITY

Chamber Membership Has it's Benefits

CATALYST. CONVENER. CHAMPION.

# WHY CHAMBERS MATTER



**BEING ACTIVE** in a local Chamber of Commerce is an effective business strategy. It communicates to consumers that a company uses good business practices, is reputable, cares about its customers, and is involved in the community.

**National research shows that when a company is a member of the local chamber:**

- Consumers are 49% more likely to think favorably of the company
- Consumers are 80% more likely to purchase goods or services from the company in the future
- Consumers are 10% more likely to think a company's services stack up better against the competition.
- Consumers are 58% more likely to eat at a member restaurant



## DESTINATION MARKETING EVENTS

WINTER IN THE WINERIES  
PASSPORT HOLDERS:

**4500+**



**800-1,000**

SUMMER CONCERTS IN THE  
PARK CONCERT-GOERS



**15,000**

ATTENDEES KICK OFF  
THE HOLIDAY SEASON  
AT THE CALISTOGA LIGHTED TRACTOR PARADE

**850+**

GUESTS DINE  
UNDER THE STARS  
AT CALISTOGA HARVEST TABLE



## OUR MISSION

We bring together the Calistoga business community to create a collaborative environment that promotes growth, preserves our unique charm, and strives to make Calistoga a thriving place to work, live, and visit.

**THERE ARE MANY BENEFITS** of membership, including promotion of your business, event participation, networking opportunities and business education resources. You will be part of an organization which is a catalyst for business growth, a convener of leaders and influencers for positive change and a champion for the community.

Calistoga is the Natural Springs of the West and has been a resort area since Sam Brannan founded the town in the mid-1800s. His idea was to create the “Saratoga of California” and, in fact, Calistoga’s name is a portmanteau of those two places. Today, over 60% of our 290+ members are visitor-serving, with a focus on wine, food and wellness.

We are located at the top of the Napa Valley with easy access to all of Wine Country. There are more than 50 wineries and tasting rooms located in Calistoga, producing everything from cabernet sauvignon to chardonnay and even our rare local varietal, charbono. But what really sets us apart is our water and wellness scene, supported by the mineral hot springs, pools, and localized geothermal activity.

The Calistoga Chamber of Commerce has a contract with the City of Calistoga for destination marketing and management of the Welcome Center, in addition to strengthening the local economy.



# 6 REASONS TO BECOME A MEMBER



**1 IMPROVE** your organization’s bottom-line through: access to new customers, business contacts and partners; and access to business resources and information.

**2 INCREASE** your business opportunities and referrals through unique business-to-business, business-to-consumer and business-to-government networking opportunities, access to the Chamber’s social media sites, and invitations to receptions and gatherings where the “Who’s Who of Calistoga” gather.

**3 EXPAND** your visibility in northern Napa County by taking advantage of numerous promotion and publicity opportunities, media exposure, customized sponsorship advertising packages, use of Calistoga Chamber social media, and through networking events and opportunities to engage with peers and business leaders.

**4 ENHANCE** your business credibility by associating with a respected and credible organization and its membership of leading businesses, community leaders, and influencers.

**5 GAIN** a voice on key business, government and community issues directed at the business community.

**6 ENGAGE** with like-minded peers by sharing your challenges and problems with people who understand and face many of the same issues, exploring best practices that you can apply in your business and engaging in programs that the Chamber provides that everyone in your organization can engage in: networking, peer-to-peer discussions, and professional development opportunities.

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[visitcalistoga.com](http://visitcalistoga.com)

**57,000+**

SOCIAL MEDIA REACH OF FOLLOWERS  
ACROSS FACEBOOK, INSTAGRAM & TWITTER

**247,000**

UNIQUE VISITS PER YEAR

**13,000** EMAIL SUBSCRIBERS

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## MEMBERSHIP HAS ITS BENEFITS

### SPECIFIC BENEFITS

- **Business listing** on [visitcalistoga.com](http://visitcalistoga.com) (with 21,000 unique visitors per month) with a direct link to your website.
- Opportunity to enhance your listing with **expanded website information**.
- Event listings on [visitcalistoga.com](http://visitcalistoga.com) and the Calistoga Chamber website calendar.
- **Brochure display opportunities** at the Welcome Center, which historically has more than 20,000 visitors and 3,000 phone inquiries annually.
- Opportunity to be listed in the **Calistoga Visitor's Guide and Map**. More than 20,000 guides are distributed annually at the Welcome Center, local lodgings, wineries, restaurants, retail stores, Santa Rosa Welcome Center, and Oakland and San Francisco Airports. They are also available digitally at [visitcalistoga.com](http://visitcalistoga.com).
- Wineries, spas, lodging and restaurants also appear on **7,000 additional stand-alone maps** distributed by the Chamber at the Welcome Center.
- Cooperative advertising, event sponsorship of exclusive Chamber events including: **Concerts in the Park, Harvest Table, Lighted Tractor Parade, Holiday Village, Winter in the Wineries Passport, and Calistoga Wellness Week**.
- **Member-to-member deals** via the Chamber website
- **Access** to the Chamber website's job postings
- Participation in local **retail promotional programs**
- **Affinity Programs** available for Chamber Members (please contact the Chamber to obtain these services). This includes: Copies, Fax Service, Certificate of Origins





## NETWORKING

PROFESSIONAL EVENTS and programs that expand your network of business referral contacts:

- Monthly networking mixers
- Valley-wide mixers through the Napa Valley Chamber Coalition
- Weekly B2B e-newsletters
- Social media exposure
- Ribbon cutting production and promotion opportunities for new businesses
- Community events and activities
- Professional development, educational programs and events



## MEMBER WEBSITE ACCESS

BY BEING A MEMBER of the Calistoga Chamber of Commerce, you have unique log-on access to the Chamber’s membership database, allowing you to post promotions, events, specials, coupons and job listings directly to the Chamber’s website.

You also have the option to post offers for the public and discounts to other Chamber Members (which is a great way to build a new customer base!). You can also directly edit your enhanced web business listing in our directory with updated photos, business information, hours of operation, logos, social media links, and more!



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## CALISTOGA WELCOME CENTER

**3,000+**

PHONE CALLS RECEIVED PER YEAR



**20,000+**

VISITORS WELCOMED PER YEAR



VISITOR GUIDES DISTRIBUTED PER YEAR:

**20,000**



BUSINESS MAPS DISTRIBUTED ANNUALLY

**7,000**

## COMMUNITY RECOGNITION

- As a new member, you will receive a welcome in the weekly e-newsletter, as well as recognition on the Chamber Facebook and Instagram pages, highlighting your company's logo and business
- Promotional opportunities for specials or events on both Chamber Facebook and Instagram pages and website.

## EDUCATIONAL SEMINARS

- Free Chamber-sponsored tutorials—let us help you increase your visibility and better promote your business!
- Access to information on townhall meetings with government officials, as well as special presentations on topics of business and community concerns.

## GOVERNMENT & COMMUNITY REPRESENTATION

THE CALISTOGA CHAMBER is a member of the Napa Valley Chamber Coalition, a group of five city chambers and the Hispanic Chamber of Commerce. As a member of the coalition, the Chamber represents the Calistoga business community's interests to the county and city leaders. This collective voice participation allows increased access to address issues affecting maintenance and promotion of your business and offers Valley-wide mixers.





# CIRCLE OF INVESTORS

## Membership Levels

THE CALISTOGA CHAMBER OF COMMERCE “Circle of Investors” (COI) is the premiere opportunity for our members to invest in the long-term success of our community. The Circle of Investors recognizes members that take on the dynamic role of growing our economy, strengthening the relationships in our community, promoting business success and are committed to actively giving back to Calistoga. Through the COI program, the Chamber offers an opportunity for our members to enjoy more recognition, visibility and business opportunities. The COI program offers three specific packages ranging from \$750 to \$4000. It is the Chamber’s goal to help you develop an annual package of benefits that will raise the visibility of your company in the community.

### CORE BENEFITS FOR ALL LEVELS

- **Priority listing** on visitcalistoga.com directory pages
- **Logo with link to website** on footer of visitcalistoga.com
- **Clickable logo** on business listing at visitcalistoga.com and calistogachamber.com
- **Clickable logo** on monthly DTC newsletters and Chamber website. 12K+ opt-ins
- **Sponsorship** of all mixers and annual Community Awards Luncheon
- **Investor Member Highlight** on rack card in Welcome Center
- Circle of Investors Pin
- First right of refusal for **partnership opportunities**
- **Guaranteed name and/or logo** on numerous non-ad Chamber Events/Programs (i.e., WIW Passport, Harvest Table Menu etc.)

### LEVEL BENEFITS

#### SUPPORTER LEVEL \$750.00

- **6 posts a year** on Visit Calistoga and Calistoga Chamber Instagram or Facebook pages featuring your business
- **3 extra images** on website business listing

#### PARTNER LEVEL \$2,000.00

- **Month of choice** for Featured Business Program
- **10 posts a year** on Visit Calistoga and Calistoga Chamber Instagram or Facebook pages featuring your business
- **Dedicated blog post** on visitcalistoga.com once a year.
- **4 extra images** on website business listing
- **2 tickets** to Community Awards Luncheon

#### PREMIER LEVEL \$4,000.00

- **Month of choice** for Featured Business Program
- **Video/slideshow** of business featured in the Welcome Center
- **12 posts a year** on Visit Calistoga and Calistoga Chamber Instagram or Facebook pages featuring your business
- **Dedicated blog post** on visitcalistoga.com once a year
- **6 extra images** on website business listing
- **4 tickets** to Community Awards Luncheon
- **Dedicated feature** in Chamber newsletter one time annually
- **First right of refusal** on Chamber event sponsorship, including Concerts, Tractor Parade and Harvest Table



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## CIRCLE OF INVESTORS

Building a Better Community!

THE CALISTOGA CHAMBER of Commerce Circle of Investors is a premiere opportunity for our members to invest in the long-term success of our community. This featured, value-added membership level helps the Chamber to continue to take an active role in growing jobs, promoting business success, and making Calistoga a great place to live, work, invest, and play. By supporting the Circle of Investor program, your business benefits with added visibility as a community leader that will build your local brand and reputation. You also will have access to other top businesses and have showcase opportunities to reach those clients, prospects, policymakers and others most important to your business. Members of the Circle of Investors are truly LEADERS in our community. Thank you, Circle of Investor partners!

Ask about the benefits for different levels of the Circle of Investors program.

### PREMIER INVESTORS

CALISTOGA SPA  
HOT SPRINGS



CHATEAU MONTELENA  
ESTABLISHED 1882

Dr. Wilkinson's  
BACKYARD RESORT & MINERAL SPRINGS

JOSEPH J CELLARS



LAWER  
ESTATES

VISIT  
Napa Valley

visit  
California

ROMAN SPA  
Hot Springs Resort

### PARTNER INVESTORS

THE BUNGALOWS  
AT CALISTOGA



INDIAN SPRINGS  
CALISTOGA

LAURA  
MICHAEL  
WINES



STERLING  
VINEYARDS

### SUPPORTERS

BLUE ZONES PROJECT



ELUSA

Redwood  
Credit Union

Sushi Mambo  
Japanese Cuisine

WILD DIAMOND  
VINEYARDS

BRANNAN  
WINES