



CATALYST. CONVENER. CHAMPION.
Serving the Business Community of Calistoga Since 1944



CHAMBER MEMBERSHIP HAS ITS BENEFITS

Invest in Your Business and Community!

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

CALISTOGA

Chamber of Commerce

OUR MISSION

Destination Marketing & Tourism Development
Advancement of a Strong Local Economy
Business Development Services

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 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 wellness scene, supported by the 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.

visitcalistoga.com

57,000+

SOCIAL MEDIA REACH OF FOLLOWERS
ACROSS FACEBOOK, INSTAGRAM & TWITTER



247,000

UNIQUE VISITS PER YEAR



13,000 EMAIL SUBSCRIBERS

CALISTOGA

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MEMBERSHIP HAS ITS BENEFITS

SPECIFIC BENEFITS

- Business categorical listing on **visitcalistoga.com** (which has 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** 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, and the Sonoma County Airport.
- 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



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 social media and marketing tutorials—let us help you increase your web-based visibility and better promote your business!
- Access to Chamber-sponsored Townhall meetings with government officials and special presentations on topics of 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.



CALISTOGA

Chamber of Commerce

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



Dr. Wilkinson's
BACKYARD RESORT & MINERAL SPRINGS

JOSEPH J CELLARS



CHATEAU MONTELENA
ESTABLISHED 1882

ROMAN SPA *Hot Springs Resort*

LAWER
ESTATES

VISIT
Napa Valley

PARTNER INVESTORS



INDIAN SPRINGS
CALISTOGA

LAURA
MICHAEL
WINES



STERLING
VINEYARDS

SUPPORTERS



BRANNAN
WINES

