



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
March 21, 2017
Calistoga Spa Hot Springs Resort
12:00pm – 1:30pm

Mission statement: *The Calistoga Chamber of Commerce is an association of business people advocating Calistoga as a premier Napa Valley destination in advancement of a strong local economy.*

Call meeting to order:

Consent Items:

- Action Summary February 21, 2017
- Financials February 2017

Action Items:

- Establish BOD election nominating committee.
- Review Palmer Group modifications to “*Harvest Table*” trade mark joint use agreement.
- Authorize BOD Chair or designee to begin Destination Marketing Agreement renewal discussions with City.
- Review Executive Director evaluation process and timeline (due at April BOD meeting)

Executive Director’s Report:

- Discuss potential PR impact to Chamber for Calistoga Shuttle challenges
- Present potential incremental revenue generating events for 2017-18

Announcements:

- Arts in April Kick-Off Weekend- March 30th ~ April 2nd @ Downtown & Fairgrounds
- Chamber Mixer- Apr. 13th @ 5:30 to 7:00 PM @ Picayune tasting room
- Calistoga Food & Wine Weekend- Apr. 21st ~ 22nd

Adjournment:

Optional Activity:

- Calistoga Spa Hot Springs new spa renovations tour



Board Meeting Action Summary
February 21, 2017 @ 12:00 PM ~ 1345 Lincoln Avenue

BOD Attendees: Sharon Carone, Aphrodite Caserta, Pam Ingalls, Daniel Kaiser, Nick Kite, Stephen Patel, Nancy Putney-Abernathy, Laura Swanton*

Absent: Mike Lennon, Carlene Moore, Shane Pavitt, Clive Richardson

Staff: Chris Canning Guest(s): Leonard LaBranche

Meeting Called to Order: 12:04 PM by S. Patel

Consent Items:

- Action Summary January 17, 2017
Motioned: Carone Seconded: Abernathy Passed: 7-0-0
Financials January 2017
Motioned: Swanton Seconded: Ingalls Passed: 8-0-0

Action Items:

- Approved 2017 scholarship criteria and appointed scholarship review committee (Carone, Ingalls, Patel, Swanton).
Motioned: Kite Seconded: Abernathy Passed: 8-0-0
Approved staff to take next action on "Harvest Table" copyright matter if no response is received by Palmer Group by Feb. 24th as previously committed in writing (email) by their management group.
Action would involve filing for copy right / trade mark protection lawsuit for mediation with Federal District Court.
Motioned: Carone Seconded: Abernathy Passed: 8-0-0

Executive Director's Report:

- Confirmed Harvest Table 2017 will occur with the knowledge and approval of CalTrans while the Lincoln Ave. bridge project proceeds.
There may be incremental operational expenses related to noticing residents about street closure for event and placement of emergency equipment and crew on both sides of the river. Staff will seek mitigation of these expenses from CalTrans first but Chamber will be responsible for unmet impact.
The per seat participation fee paid by each restaurant will increase to cover Chamber's incremental costs. We may also increase wine pricing to cover gaps.
Released confirmed 2017 Concerts in the Park schedule and line-up.
Reviewed preliminary financials for Winter in the Wineries showing net income approximately \$3,000 below budget.
Lack of participation by Sterling Vineyards because of construction was the primary issue (sold 1,900 passports previous year).
Shared proposed revenue generating events being vetted by staff for next fiscal year. Will return to BOD with additional information in coming months as part of the budget prep process.

Next BOD Meeting: March 21, 2017 @ Calistoga Spa Hot Springs

Meeting adjourned at - 12:45 PM

Notes taken by Chris Canning

Action Items submitted by Chris Canning

*: Indicates late arrival or early departure impacting vote count variances

**Calistoga Chamber of Commerce
Executive Summary
February 2017**

Summary of Cash Flow:

Cash as of 02/01/17:	217,874.11
Net Income or (Loss) from P&L:	(1,674.92)
Accounts Receivable change (increase) or decrease:	10,069.24
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	10,388.53
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	0.00
Accrued Expense increase or (decrease):	0.00
Office Equipment Asset (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease	981.57
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 02/28/17:	237,705.53

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	45,480.43	45,393.23	87.20 ¹
COGS & Expenses	<u>47,155.35</u>	<u>45,057.00</u>	<u>2,098.35</u> ²
Net Income	(1,674.92)	336.23	(2,011.15)
YTD			
Total Income	503,548.35	575,646.84	(72,098.49) ³
COGS & Expenses	<u>513,000.86</u>	<u>506,116.00</u>	<u>6,884.86</u> ⁴
Net Income	(9,452.51)	69,530.84	(78,983.35)
Projected Next Month			
Total Income		46,293.73	
COGS & Expenses		<u>57,947.00</u>	
Net Income		(11,653.27)	

Winter in the Wineries

YTD	Total Income	63,010.00	59,500.00	3,510.00
	Total COGS & Expenses	<u>24,462.23</u>	<u>24,150.00</u>	<u>312.23</u>
	Net Income	38,547.77	35,350.00	3,197.77

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	258,079.60	243,914.21	14,165.39
Chamber Operations	104,364.35	169,864.81	(65,500.46) ⁵
Chamber Fundraisers	<u>141,104.40</u>	<u>99,221.84</u>	<u>41,882.56</u>
Totals	503,548.35	513,000.86	(9,452.51)

Receivables:

Uncollected Membership Dues increase or (decre)	(1,303.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(6,500.00)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	4,304.26	14,692.79	10,388.53
A/P over 30 days	0.00	0.00	0.00



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*Calistoga Chamber
of Commerce*

2016 - 2017 Board of Directors & Staff

6/8/2016
Updated: 06/08/2016

Term Expires: June 2019

Sharon Carone
Calistoga Realty Company
work 942-9422
cell 707-483-1468
email sharoncarone@comcast.net

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Stephen Patel
Stevenson Manor Inn
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Laura Swanton
Laura Michael Wines, Inc.
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707-815-0366
laura@lauramichaelwines.com

Term Expires: June 2018

Aphrodite Caserta
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Pam Ingalls
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Nick Kite
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Term Expires: June 2017

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Carlene Moore
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Shane Pavitt
Phifer Pavitt Wines
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Nancy Putney-Abernathy
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Staff

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Tenae Stewart
Events/Membership Manager
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942-9287
707-350-3514
tenae@calistogachamber.com

Craig Haskell
Welcome Center Administrator
942-6333
942-9287
707-799-2095
craig@calistogachamber.com



Calistoga Chamber
of Commerce

Application to Serve as a Chamber Director

Name: [Click here to enter text.](#)

Title: [Click here to enter text.](#)

Business Name: [Click here to enter text.](#)

Work Phone: [Click here to enter text.](#) **Cell:** [Click here to enter text.](#) **Fax:** [Click here to enter text.](#)

Business Address: [Click here to enter text.](#)

City: [Click here to enter text.](#) **State:** [Click here to enter text.](#) **Zip:** [Click here to enter text.](#)

Email Address: [Click here to enter text.](#)

What talents/expertise/abilities do you feel you could bring to the Chamber Board (100 words)?

[Click here to enter text.](#)

List other volunteer leadership positions held, business affiliations, committees served on, etc.

[Click here to enter text.](#)

Candidate Statement: Please state why you think you would make a good member of the Board of Directors (this statement will appear on the election ballot) in 100 words or less?

[Click here to enter text.](#)

A Chamber Director must commit to a minimum of one meeting per month (3rd Tuesday of each month) and a financial commitment in terms of event tickets and occasional meeting expenses.



ARTICLE 6
BOARD OF DIRECTORS

6.1 COMPOSITION OF THE BOARD OF DIRECTORS. The Board of Directors shall be composed of no less than nine (9) and no more than thirteen (13) members, as determined by the Board, including the (past Chairperson). No active business member may hold more than one seat on the board.

6.2 QUALIFICATION FOR BOARD MEMBERSHIP. Voting members of the Board shall be Chamber members in good standing.

6.3 TERM. Elected Directors shall serve three-year terms, such terms shall commence on July 1st following their election, and end on June 30th thereafter. Directors are eligible to serve two (2) consecutive terms unless the Director serves on the Executive Committee, in which case the Director will serve until Executive Committee duties are completed. One third of Board members shall be up for election each year. The term of persons appointed to fill a vacancy in the voting membership of the Board shall run to the date of expiration of the directorship they were appointed to fill.

ARTICLE 7
VOTING

7.1 NOMINATING COMMITTEE. At the regular March Board meeting each year the Chairperson shall present for approval a Nominating Committee, which shall consist of three to five members. The Chairperson shall be an advisory, non-voting member of the Nominating Committee. The membership shall be noticed of the available board positions. At the regular April meeting of the Board, the Nominating Committee shall present to the Board, for approval or modification by majority vote, a slate of qualified nominees for voting membership on the Board.

(over)



*Calistoga Chamber
of Commerce*

7.2 ELECTION OF DIRECTORS. Election of the Directors shall be by a vote from the membership. Nominees shall be placed on ballots that will be mailed to the last address of record for each member, ballots to be returned no later than five (5) days prior to the May Board meeting. The Chairperson shall appoint at least one (1) voting board member who is not running for his or her next term, and two (2) members not on the board of directors to validate the count of the ballots. All ballots timely returned shall be counted and the candidates receiving the greatest number of votes, up to the number of candidates needed to fill the open directorships, shall be announced, and shall be deemed elected. In case of a tie vote, the incumbent Board shall determine the issue.

7.4 SEATING OF NEW DIRECTORS. All newly elected Directors shall be seated at the following meeting of the Board and shall be participating members of the Board thereafter, with voting rights beginning on the next succeeding July 1st.

TRADEMARK CO-EXISTENCE AGREEMENT

This Trademark Co-Existence Agreement ("Agreement") is entered into on August, 2016, between the Calistoga Chamber of Commerce, a California non-profit corporation with an address at 1133 Washington Street, Calistoga, California 94515 ("CCC") and Palmer City-Core Main Associates, LLC ("Harvest Inn") (collectively the "Parties").

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CCC owns U.S. Trademark Registration No. 4745386 on the Supplemental Register for CALISTOGA HARVEST TABLE in International Class 35 for "Convention and visitors bureau services, namely, promoting business and tourism in the Calistoga, Napa Valley, California area" and U.S. Trademark Registration No. 4970710 for the mark HARVEST TABLE in Class 35 for "Chamber of commerce services, namely, promoting business and tourism in the Calistoga, CA, Napa Valley, Northern California area" (collectively, the "Harvest Table Marks"). CCC has offered visitor services and live events, including a culinary experience featuring a variety of local chefs and wineries ("CCC Services"), under the HARVEST TABLE mark. Harvest Inn uses or intends to use the mark HARVEST TABLE ("HARVEST TABLE Mark") in connection with restaurant and related goods and services, including packaged foods, bread, pastries, baked goods, chocolates, candy, honey, jams, preserves, marmalade, butter, ice cream, dairy items, cigars, beer, mead, and home accessories ("Harvest Inn Goods and Services").

CCC and Harvest Inn are familiar with their own respective services, marketing and sales channels and customers. After review of each other's services, the Parties have determined and concluded that by abiding to the terms and conditions set forth in this Agreement there is no likelihood of confusion between the relevant marks and services, namely, HARVEST TABLE for the CCC Services and HARVEST TABLE for the Harvest Inn Goods and Services. The Parties base this conclusion on the differences in the services and the differences in the parties' sales, marketing, and designs. The Parties agree to take remedial action in the unlikely event of an occurrence of confusion. The Parties further agree to be bound by the following terms:

- A. Provided that CCC complies with the terms of this Agreement, Harvest Inn agrees not to contest CCC's registration (or any future registration filed by CCC for its Harvest Table Marks for the CCC Services) or contest CCC's use of the mark HARVEST TABLE in connection with the CCC Services, and further agrees to provide CCC with any necessary consent to register the HARVEST TABLE Marks in connection with the CCC Services with the United States Patent and Trademark Office ("USPTO"). CCC agrees not to use the HARVEST TABLE Marks in connection with restaurant services (excluding, for the avoidance of doubt, a live culinary event).
- B. Provided that Harvest Inn complies with the terms of this Agreement, CCC agrees not to contest Harvest Inn's use of HARVEST TABLE for the Harvest Inn Goods and Services and to provide Harvest Inn with any necessary consent to register the mark HARVEST TABLE in connection with the Harvest Inn Goods and Services with the USPTO. CCC agrees not to contest any application for registration or registration filed by Harvest Inn

~~Deleted:~~ Subject to the terms of Paragraph CD

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for HARVEST TABLE or use of the mark HARVEST TABLE, or any confusingly similar mark, for the Harvest Inn Goods and Services. Notwithstanding the foregoing, nothing in this Agreement shall prohibit CCC from offering food at its live events.

C. Harvest Inn agrees not to use the mark HARVEST TABLE, or any confusingly similar mark, with any live event or visitor services. Notwithstanding the foregoing, nothing in this Agreement shall prohibit Harvest Inn from hosting ~~any type of~~ live events at its restaurant venue.

D. Harvest Inn agrees to ~~make commercially reasonable efforts to~~ use the mark HARVEST TABLE for the Harvest Inn Goods and Services in conjunction with the word(s) "RESTAURANT," and/or "ST. HELENA," and/or "HARVEST INN," ~~and/or "NAPA" and/or "CHARLIE PALMER," and/or "BY CHARLIE PALMER." Notwithstanding the foregoing, the parties acknowledge and agree that Harvest Inn is not responsible for references to its trademark by third parties, and that third party reference to Harvest Inn as "Harvest Table" will not violate the terms of this Agreement.~~ Any application for registration or registration filed by Harvest Inn for HARVEST TABLE will include the word(s) "RESTAURANT" and/or "ST. HELENA" and/or "HARVEST INN.,"

E. The Parties agree not to use any font, packaging or logo design that is similar to each other's design, logos, or copy on advertising or promotional materials, including Harvest Inn's tree logo design and orange logo design or distinctive color scheme as illustrated in Attachment A.

F. The Parties recognize and acknowledge the differences between their marks, services, and trade channels. CCC's HARVEST TABLE is a live culinary event whereas the Harvest Inn's HARVEST TABLE is a restaurant. In addition, the Parties shall use their respective marks in a manner calculated to avoid confusion and will cooperate in taking any and all reasonable actions to avoid confusion, including correcting any instances of confusion or likelihood of confusion which may come to their attention. In the event that either Party becomes aware of any customer (or member of trade) that appears confused or believes that CCC's HARVEST TABLE event in any way originates or is affiliated with Harvest Inn's HARVEST TABLE restaurant (or vice versa), the Party shall promptly inform the customer (or member of trade) that the two services are not related, and if said person seeks to purchase the other Party's service, provide the customer with contact information for the other Party. Further, the Parties agree not to use their respective HARVEST TABLE trademarks in connection with any illegal or offensive content or matters.

G. Nothing in the Agreement shall be deemed to establish an association or relationship of any kind between the Parties. This Agreement is not a license.

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H. Mutual Releases

i.) Except for the promises and obligations set forth in this Agreement, Harvest Inn, for itself, its affiliates and their respective directors, employees, agents, officers, shareholders, successors, and assigns hereby releases CCC and its affiliates and their respective directors, employees, agents, officers, shareholders, successors, and assigns from any and all claims, causes of action, damages, costs and expenses (including reasonable attorneys' fees and court costs), charges and liabilities whatsoever, both at law and in equity arising out of or relating to the subject of this Agreement arising from the beginning of the world to the Effective Date.

ii.) Except for the promises and obligations set forth in this Agreement, CCC, for itself, its affiliates and their respective directors, employees, agents, officers, shareholders, successors, and assigns hereby releases Harvest Inn and its affiliates and their respective directors, employees, agents, officers, shareholders, successors, and assigns from any and all claims, causes of action, damages, costs and expenses (including reasonable attorneys' fees and court costs), charges and liabilities whatsoever, both at law and in equity arising out of or relating to the subject of this Agreement arising from the beginning of the world to the Effective Date.

I. This Agreement constitutes the entire understanding between the parties and may not be modified, amended, terminated or otherwise altered without an instrument in writing signed by both parties herein.

J. This Agreement and its terms and conditions shall be binding upon and inure to the benefit of the Parties' respective officers, directors, members, employees, heirs, representatives, subsidiaries, affiliates, licensees, successors and assigns, whether by merger, sale, consolidation, license or otherwise. The Parties represent that no assignment or transfer of any interest, claim, good will, ownership right, or cause of action related to the marks or subject matter of this Agreement has been made by or from any Party hereto.

Palmer City-Core Main Associates, LLC

By: _____
Title: _____
Date: March , 2017,

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CCC hereby consents to Harvest Inn's use of the aforementioned mark for restaurant services.

Calistoga Chamber of Commerce
By: _____
Title: _____
Date: March , 2017,

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Attachment A

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Process and Timeline for Executive Director's Evaluation 2017

March:

- BOD members receive an invitation (Survey Monkey) to participate and complete the online Executive Director evaluation.

April:

- The Board members complete their individual evaluations online and submit them to the Board Chair via Survey Monkey no later than April 7th.
- The Board Chair or designee compiles the individual evaluations into one document.
- The Board Chair distributes the compiled results to each board member via email for review by April 14th.
- In closed session on April 18th the Board discusses all members' ratings and reaches a consensus for a composite evaluation in each performance area outlined in the job description/evaluation criteria. The Board Chair or designees shall then develop a single evaluation representing the consensus of all the members of the Board.

May:

- A copy of the consensus evaluation document is submitted to the Executive Director and the Board members by May 5th.
- In closed session on May 16th the Board and the Executive Director meet to discuss and/or modify the annual evaluation.
- The Board and Executive Director sign the final evaluation summary, which is placed into the Executive Director's personnel file.
- The Board determines any compensation adjustments to be proposed in the Executive Director's employment agreement for the following fiscal year.

Revised March 2017

Food Truck Rodeo Concept: Roundup of food trucks and live music

Other Models:

- **Downtown Raleigh Food Truck Rodeo:**
 - 4 dates in May, June, August, October
 - 50 food trucks along eleven city blocks
 - Free admission
 - Seating for 1,000 people on sidewalks
- **SactoMoFo 10 Block Party (Sacramento Mobile Foods):**
 - April 29, 2017
 - 35 food trucks
 - Beer station
 - Kids creative activities
 - Live music and entertainment
 - This is the final year of this event as they are moving towards “strengthening and expanding their ongoing dinner events”

Event Format:

- Sometime in April or early May to coincide with sidewalk sales
- Would need a minimum of 10 food trucks
- Live music and entertainment
- Along Washington St, at fairgrounds or in Hardware store parking lot
- Likely to have pushback from Calistoga restaurants as only two of them have food trucks to be able to participate

Monetization:

- Chamber charges food trucks to participate and they sell to guests at their own prices
- OR Chamber pays food trucks to participate and sells vouchers to guests to redeem at each food truck
- Chamber has beer booth much like at Ragnar

Expenses:

- Special event permit
- Add event to insurance policy
- Cost of live music/entertainment
- ABC license
- Cost of beer, cups, etc

Wellness Retreat Concept: A series of fitness and wellness events

Other Models:

- Wanderlust Festival
 - Full day passes and a la carte classes/performances/etc
- Colour and Coconuts
- Leeds' Yoga and Wellness Festival

Event Format:

- Retreat/Festival
- Late March, early April
- Two or three day weekend featuring a series of wellness and entertainment events
- Passes available at three different tiers
 - Tier One (\$195) Includes:
 - Two fitness classes
 - One spa treatment
 - Access to fair area, one free chair massage
 - Access to evening concert at fair
 - 25% off Fri/Sat night stay at participating lodging properties
 - Tier Two (\$495) Includes:
 - Three fitness classes
 - 5k participation
 - One spa treatment package (2-3 treatments, see below)
 - One tour (bike, hike or horseback)
 - Access to fair area, one free chair massage
 - Access to evening concert at fair
 - Opportunity for moonbathing (first 60 signups)
 - 50% off Fri/Sat night stay at participating lodging properties
 - Tier Three (\$695) Includes:
 - Three fitness classes
 - 5k participation
 - One spa treatment package (2-3 treatments, see below)
 - Two tours (bike, hike or horseback)
 - Access to fair area, one free chair massage
 - Access to evening concert at fair
 - Opportunity for moonbathing (first 60 signups)
 - 50% off Fri/Sat night stay at participating lodging properties
- A la carte tickets also available for individual events

Monetization:

- Chamber sells tickets and passes via Eventbrite
- Chamber pays flat rates to all class instructors, tour guides and musicians
- Chamber pays bulk reduced rate for all spa treatments sold
- Upcharge the tickets from what we pay for the flat rate
- Could charge vendors to participate in the fair

Expenses:

- Cost of classes, tours, treatments and music (only pay for what we book/sell)
- Special event permits for any events taking place in downtown
- Add events to insurance policy
- Production cost of fair and welcome ceremony

Individual Event Ideas:

- Friday night or Saturday sunrise welcome ceremony
- Saturday night concert at the fair
- Yoga and Pilates classes at the Geyser or Pioneer Park and in the studios around town (could also do classes in wine cave at Fairwinds or Clos Pegase)
- Other fitness classes with Calistoga Fit, meditation classes with Solage
- Partner with Vine Trail to use Washington to Dunaweal and back for 5k
- Partner with Getaway Adventures and Calistoga Bikeshop to offer bike tours of town
- Guided hikes of Oat Hill Mine Trail, guided horseback riding at Bothe
- Hike and photo workshop with Carmel Gallery
- Moonbathing with Calistoga Spa, Solage, Roman Spa and Motor Lodge
 - Concerts by the pools
 - Sparkling wine
 - Exclusive limited experience: 15 people per resort (60 total)
 - Would have to open up to all guests of the resorts
- Special treatment packages:
 - Hot Yoga, Cryotherapy and Massage
 - Pedicure at Rena Mae and Facial at Golden Haven
 - Mud Sampler: Mudslide, Motor Lodge Mud Bar and Traditional Mud Bath
- "Fair" at the Barn at Indian Springs or fairgrounds – chair massages, pedicures, henna, coloring corner (sponsored by Blackbird), scheduled speakers, Ole could have a table and do blood pressures or something interactive, juicing station from a restaurant, healthy snacks from a restaurant

Hot Air Balloon Festival Concept: Sunrise flight of hot air balloons

Other Models:

Sonoma County Hot Air Balloon Classic:

- Windsor, CA
- June 10-11, 2017
- \$20 adult admission, \$5 kid admission
- Dawn patrol – pre-sunrise launch in the dark
- Food, crafts and kids area
- Tethered hot air balloon rides
- Bookmark contest for kids that benefits Sonoma County schools
- Emailed Shannon Eckerman for her thoughts 3/7/17

Albuquerque International Balloon Fiesta:

- Albuquerque, NM
- October 7-15, 2017
- \$10 adult admission, 12 and under free
- Dawn patrol – pre-sunrise launch in the dark
- Laser light show
- Competition flying and races
- Car show, chainsaw carving
- Music Fiesta – three artist performances and fireworks (separate tickets)
- Multiple VIP experiences available – private heated seating with access to food and bar (\$45), gourmet buffet with hosted bar and private bathrooms (\$100)

Great Reno Balloon Race:

- Reno, NV
- September 8-10, 2017
- Free admission
- Glow Shows – 5:00 am, glowing balloons and music
- Dawn patrol – pre-sunrise launch in the dark
- “Mass Ascension Launch” – 100 balloons take off together
- Crafts, souvenirs, food, warm drinks, branded merchandise
- Tethered rides for children available for \$5 donation to Children’s Miracle Network

- “Cloud 9” VIP experience, approximately \$100 per person, includes catered breakfast, special edition champagne glass, heated seating in a tent with clear walls near takeoff field, hosted bar, merchandise credit

Calistoga Balloon Festival:

- Time of Year:
 - Off season preferable, but rain, wind or fog risk would cancel the event
 - Tethered can still happen in marine layer but not lower fog.
 - Early April is probably ideal - lower risk of rain, no other event conflicts
 - 5:30 am doors open, 6:45 am sunrise
 - Sunday better than Saturday due to early morning start
- Possible Locations:
 - Old Faithful Geyser (Calistoga Balloons regularly takes off from parking lot but main park space might be too small)
 - Castello di Amorosa
 - Calistoga Gliderport (ideal according to Calistoga Balloons owner)
 - School sports fields
 - Napa County Fairgrounds
- Beneficiaries:
 - Primary: Balloon companies, lodging, Calistoga brand
 - Secondary: Restaurants, wineries
- Mood & Focus:
 - Most balloon festivals seem to focus on the family-friendly and kid-friendly elements but we would shift the focus more towards romance.
 - Work with lodging properties to develop romance-themed packages around the festival.
 - Marketing focus on sunrise element, sparkling wine, romantic ambiance.
- Amenities & Activities:
 - Pre-sunrise balloon glow.
 - 5 balloons tethered to K-rails for mock rides and ambiance
 - 3 large balloons do full launch (16 people per balloon), flown by local pilots who will have knowledge of where they can safely land. Lay out specific landing targets.
 - Either a full catered brunch or some other kind of activity in the space between the tethered balloons.
 - Live music:
 - Classical covers of Van Morrison-style songs
 - Up, Up and Away by the Fifth Dimension

- Napa Valley Symphony?
 - Sparkling wine bars including:
 - Schramsberg
 - Brian Arden
 - Frank Family
 - Grape juice from Castello di Amorosa
 - VIP experience includes (\$125 per person):
- Monetization:
 - Could either be structured as attendance with VIP upgrade to brunch OR only sales of tickets to whole event (and therefore no VIP tickets needed)
 - Admission price to attend takeoff - \$20 adult, \$8 children
 - Tethered balloon rides (upcharge from admission) - \$35 per person
 - VIP experience - \$125 per person
 - Branded sparkling wine flute
 - 1 complimentary drink per person
 - Catered champagne brunch
 - Exclusive tented area near takeoff field
 - Charge for parking - \$5 per car
 - Sell drink tickets - \$9/sparkling, \$5/juice
 - Could also sell sponsorships for each balloon - banner for sponsor would hang from basket
- Event Expenses:
 - Permits:
 - Special event permit - if at Fairgrounds, City. If outside of city limits?
 - May be some special ballooning permits - need to work with City, County and balloon companies to determine what is needed
 - Insurance:
 - Add event to insurance policy - this could be fairly expensive due to the relative danger of the event. Would need certificates of liability from balloon companies involved.
 - Balloons:
 - If any pilots needed outside of Calistoga area, industry standard is to pay for their propane and lodging
 - Alcohol:
 - ABC license with multiple dispensing points - approx. \$100
 - Cost of goods for wine - wholesale, depends how much sold
 - Event rentals - bars
 - Wristbands to verify over 21

- Possibly contract with bartending firm, or use certified volunteers
- Event security - price depends on how many guards
- Sparkling wine flutes - probably about \$2.50 per glass
- Food:
 - Health department permit -
 - Event rentals - heat lamps, lighting, tenting for food
 - Cost of goods for food - contract with restaurants or caterers
- Entertainment:
 - Audio equipment for live music - \$800-1200
 - Contract with musical performers - \$800-3000