

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

October 2020

Tracking Transient Occupancy Tax (TOT)

Tentative TOT revenue reported in October for the City of Redding and collected from Redding lodging properties was \$533,424.77. This is a 4.6 percent increase from October of 2019 and a 7.6 percent decrease fiscal year-to-date.

Marketing and Advertising:

1. The Visit Redding website:

- 95,594 pageviews in October – a 14.7 percent increase over October 2019.
- A total of 87.74 percent of October’s website visitors came from outside of Redding.
- The number of users increased from 23,970 in October 2019 to 28,189 in October 2020 – a 17.60 percent increase.
- A total of 128 VisitRedding.com users physically visited the city of Redding in October.



2. Redding Visitors Guide reprint:

- Two new pages were added to the Redding Visitor Guide, featuring a list of lodging properties and a map of the Redding area. The new pages were created in response to visitor feedback asking for maps and hotel information at both tradeshow and the visitors center.



3. Tripadvisor:

- Display advertising on both desktop and mobile, which received 471 clicks and 342,781 impressions in October.
- 130 users viewed the ads then independently visited VisitRedding.com.
- The destination sponsorship allows the CVB to add custom content to the page, including photos, video, and custom itineraries. The sponsored page received 13,128 impressions in October.

4. Hulu campaign October analytics:

- 173,120 views.
- 98.95 percent viewed the video in full.

Public Relations:

1. The Redding CVB hosted two travel writers in October: Kyle McCarthy of Family Travel Forum and Chris Christensen of California Travel and Amateur Traveler. McCarthy’s media visit derived from a March in-person desk-side meeting in New York while Christensen was pitched about Redding at an in-person Visit California media event in October 2018.
2. Two earned media articles were published in October, totaling 723,560 unique monthly visitors across both print and online. The SoCal Pulse article was a result from hosting travel writer Benjamin Epstein in August. See the articles in the table below:

Publication	Article	Link	Reach (UMV)
Sotheby’s Reside Magazine	Starry-eyed Destination	https://bit.ly/2HsXvWe	593,560
Sotheby’s Reside Magazine (print)	Starry-eyed Destination	Print	100,000
SoCal Pulse	Getaway: Chasing Waterfalls in UpState CA	https://bit.ly/2TCSPQK	30,000
Total			723,560

3. The Redding CVB distributed a fall consumer newsletter to potential tourists and a local newsletter highlighting the Redding Tourism Team’s accomplishments from October. The consumer newsletter featured itineraries, fall color, trails, Historic Hawes Farms, and looking ahead to Redding Garden of Lights. The local newsletter featured virtual tradeshow, an asset-sharing media hub, our monthly reports, and earned media.
 - Consumer newsletter: 2,069 opens with a 19.4 percent open rate, 122 clicks for a 5.9 percent click-through rate (CTR). <https://conta.cc/2JCIX7D>
 - Local newsletter: 149 opens (35.9 percent open rate), 25 clicks for a 16.8 percent CTR. <https://conta.cc/3p1SPs0>
4. The Redding CVB’s YouTube campaign generated 33,223 views in October with 57.77 percent of people watching videos to completion. The campaign is split into categories of Famously Redding icons and General Leisure. The top video for October for Famously Redding was the Sundial Bridge while the top General Leisure video was the 72 Hours in Redding – Lassen Volcanic National Park. Links to the top videos are below:
 - Sundial Bridge: <https://bit.ly/3bGSzbi>
 - 72 Hours in Redding – Lassen: <https://bit.ly/35gU7Yw>



International:

1. The Redding CVB partnered with Shasta Cascade Wonderland Association (SCWA) and Visit California participating in the Western States Virtual Expo on Oct. 14. The RCVB and SCWA had a virtual tradeshow booth at the expo attended by travel trade seeking information about destinations that are currently welcoming travelers. The virtual tradeshow combined destination

education with networking opportunities and one-on-one appointments. The tradeshow had 1,157 travel trade attendees with 882 visiting the RCVB/SCWA virtual booth which ranked fourth out of 13 California destination booths.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Association of Film Commissioners International (AFCI) Measuring and Communicating the Economic Impact of Film and Television Production, Virtual, Oct. 7; Sabrina Jurisich.
2. Western States Virtual Expo, Virtual, Oct. 14; Lisa May, Laurie Baker, Sheila Dougherty, T.J. Holmes.
3. Location Managers Guild International (LMGI) Awards Show, Virtual, Oct 24; Sabrina Jurisich.
4. Adobe MAX 2020 Creativity Conference, Virtual, Oct. 20-22; Julie Finck.
5. Brand USA Virtual Travel Week, Virtual, Oct. 26-30; Lisa May, Laurie Baker, Sheila Dougherty, T.J. Holmes.
6. Redding City Identity Project SEO Meeting, Virtual, Oct. 23 & 30; Julie Finck, T.J. Holmes.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

Generating new group business for sports, local festivals, and/or film activity:

1. Film Shasta hosted four scouting productions and seven productions that filmed. Of the seven productions, two were local (36 days) and five were inbound (15 days). Inbound productions included a short film (Georgia based), documentary (LA Based), TV series (London based), commercial (New York based), and a studio feature (LA Based). Total confirmed room nights were 113. Conservative estimates for economic impact are \$256,500.



2. The film commissioner processed seven permits, helped secure dozens of private locations, local cast and crew, and additional resources. Ten production inquiries for permits, locations, and local crew were responded to. Eight new vendors were added on www.FilmShasta.com. The film commissioner also received a certificate after attending Association of Film Commissioners International's (AFCI) Economic Impact Workshop put on by Olsberg SPI.



3. Two e-newsletters were sent out regarding production needs, which yielded the following results: 1,133 emails were sent with a 35.5 percent open rate and 25.5 percent CTR.

4. Film Shasta was featured as a sponsor for the Local Managers Guild International (LMGI) Awards Show which included coverage in their e-newsletter on Oct. 8 and Oct. 24. Coverage from a press release on Oct. 16 was included in Broadway World and additional coverage included Deadline, Variety, and The Hollywood Reporter which are key industry trade publications. The virtual show has had nearly 3,000 views. As part of the sponsorship, the film commissioner was also invited and attended a networking event with the finalists. Despite the event being virtual, LMGI is mailing out the program to all sponsors and finalists which includes a full-page Film Shasta ad in the program.
5. The Redding CVB is in preliminary conversations with a weekend festival event estimating 1,500-2,500 athletes for June of 2021. This would become an annual event should Shasta County be selected.
6. Follow up for upcoming events: FLW Fishing Tournament, Kool April Nites, Sundial Film Festival, as well as three potential new events to the area for 2021.
7. Sports Marketing: Redding was featured in the Oct. 8 Sports Destination Management e-blast highlighting the Redding Aquatic Center, Big League Dreams, California Soccer Park, a sports facilities tour video, and activities for athletes to do between games. The e-blast was opened 867 times, generating a 9.2 percent open rate and a 1.31 CTR.



*As an affiliation with California Film Commission and Film Liaisons in California Statewide (FLICS), and as a standard of good Film Office procedure, we are commonly obligated to conform to privacy laws and to keep filming information provided by filmmakers, producers, and location managers private. The relationship of trust built with filming organizations encourages an open dialogue which allows us to be more capable of offering services to them, enticing them to bring their projects to us.

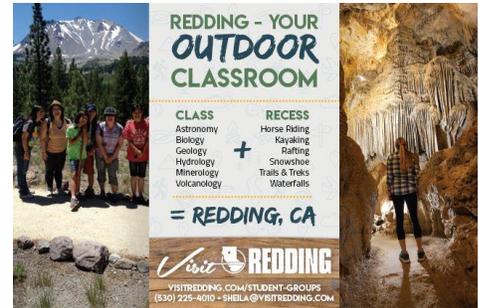
Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. Bus Tours Suppliers Directory is the oldest independently run supplier of information to bus tour operators, educational institutions, and group tour operators in the United States. Bus Tours' digital directory includes itineraries of Redding, and a cover story "Uncover Redding In the Heart of Upstate California" with a shelf-life of March through December 2020. Each directory page features a side banner keeping Redding in the forefront of tour operators' minds.



- Redding’s vast array of student attractions, themed “Redding – the Outdoor Classroom,” was advertised in the October Student edition of Group Tours Magazine and was accompanied by an advertorial featuring Shasta Caverns our National Natural Landmark, the Turtle Bay Exploration Park and Lassen Volcanic National Park. Group Tours Student Edition has a print distribution of 31,200 combining educators, tour operators, homeschoolers, group leaders, and group travel agents. Our creative student themed branding will be sure to heighten the interest for those seeking an outdoor learning experience for their homeschoolers or student group travelers well into 2021-2022.



Groups, Conventions, Sports and Festivals:

In Proposal:

- There are six contracts pending to bring future conference/group/events to Redding.

Upcoming:

- Fishing League Worldwide (FLW) tournament: Jan. 28-30, 2021 at Shasta Lake. This event estimates an economic impact of more than \$1.2 million with four practice days and three tournament days associated with the tournament; expecting 300 anglers – estimated 400 room nights.
- Sundial Film Festival, Mar 6, 2021, Virtual for 2021.
- California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
- Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
- Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
- California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.

** Denotes a joint effort of Redding Convention and Visitors Bureau and lodging facilities with client communication.*