

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

November 2020

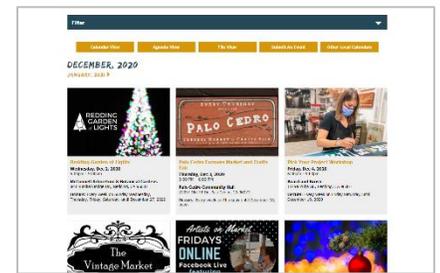
### Tracking Transient Occupancy Tax (TOT)

Tentative TOT revenue reported in November for the City of Redding and collected from Redding lodging properties was \$609,159.05. This is a 6.5 percent increase from November of 2019 and a 4.9 percent decrease fiscal year-to-date.

### Marketing and Advertising:

1. Visit Redding website updates in November include:

- Event calendar – multiple viewing modes (a tile view and calendar view) and easy links to other event calendars were added giving users options for navigating the calendar. The VisitRedding.com event calendar is now an easy “one stop shop” for anyone looking for events in Redding.
- New ADA accessibility widget – in addition to existing site ADA optimizations such as image alt text, the new widget offers a wide range of different display options to make the site truly accessible to all.
- Mobile and desktop menu overhauls – designed to improve user experience and decrease site load times. Changes were made based on data gathered from prior site usage trends in order to deliver the best experience possible for site.
- Analytics: 89,588 pageviews in November – an 8.34 percent increase over November 2019. A total of 87.99 percent of November’s website visitors came from outside of Redding. The number of users increased from 28,139 in November 2019 to 29,093 in November 2020 – a 11.28 percent increase.
- A new tracking software is not capturing all website users, but it did track a total of 111 Visit Redding website users who converted to physically visiting the city of Redding in the month of November.



2. Redding Garden of Lights: The campaign started in the month of November through a variety of different means such as streaming and mobile video, digital banner ads, social media, SEM, and promotion on VisitRedding.com. This led to 8,630 views of the Redding Garden of Lights landing page on the Visit Redding website and 1,800 clicks from VisitRedding.com to the official

Redding Garden of Lights website – a 20.86 percent click-through rate (CTR). A total of 87.37 percent of the VisitRedding.com Redding Garden of Lights landing page views were from outside the Redding area.

3. Tripadvisor campaign:
  - a. 250 clicks and 228,050 impressions for the month of November
  - b. 85 users who saw the ads then independently visited VisitRedding.com.
  - c. The sponsored page received 7,796 impressions for the month of November.
  - d. Users exposed to Visit Redding’s ads booked 50 percent more Redding lodging stays compared to unexposed.
  
4. The Hulu campaign concluded in November with the final results for the whole campaign being:
  - a. 865,347 views
  - b. 98.60 percent viewed in full
  
5. Itineraries by Locals campaign: One of the Redding City Identity Project’s “20 Ideas by 2020,” the Itineraries by Locals campaign features eight itineraries that were put together by our team after dozens of interviews with locals to share their insights, secrets, and must-do activities to share their ideal "one day." A tool kit was created consisting of branding assets, social graphics, sample social media copy, and print versions of the itineraries to help other organizations share these itineraries. Download the toolkit here: <https://bit.ly/2VsTS6o>.



**Public Relations:**

1. Four earned media articles as a result of media visits were published in November (*see table below*) totaling 70,990 unique monthly visitors (UMV). The Family Travel Forum and Taking the Kids articles were a result of hosting travel writer Kyle McCarthy in October which included a pitch for the Redding Garden of Lights to be included in nationwide holiday light guides to family travelers. The California Travel article was a result of hosting travel writer Chris Christensen from Oct. 29-Nov. 1. The Redding CVB submitted the Redding Garden of Lights to Visit California’s Story Ideas for media to be included in California Towns with Holiday Spirit: <https://bit.ly/3qcBGMC>.

Publication	Article	Link	Reach (UMV)
Family Travel Forum	Next Stop: The Mountain Town of Redding	<a href="https://bit.ly/3fqFpkF">https://bit.ly/3fqFpkF</a>	22,515
Taking the Kids	Holiday Lights are everywhere – our annual family guide to the best and brightest	<a href="https://bit.ly/33cXTjP">https://bit.ly/33cXTjP</a>	1,900
Family Travel Forum	Top Holiday Light Celebrations Across America	<a href="https://bit.ly/36Uf5eQ">https://bit.ly/36Uf5eQ</a>	22,515
California Travel	Things to do in Redding, CA and nearby	<a href="https://bit.ly/35VD7H3">https://bit.ly/35VD7H3</a>	26,060
<b>Total</b>			<b>70,990</b>

2. A social media carousel campaign ran on Facebook and Instagram that featured the following ad groups: Redding Garden of Lights, things to do, national and state parks, and caves in the region. The campaign promoted Redding to people outside of the area and totaled 10,777 clicks in November and a 3.1 percent CTR. The ‘caves’ was the top performing ad group with 4,365 clicks. The Redding Garden of Lights (*see right*) had 3,768 clicks and picked up momentum each time the carousel was updated when the Redding CVB received better quality assets.



3. The November local newsletter featured information about the ‘Itineraries by Locals’ project launch as part of the Redding City Identity Project, a ‘Shop Online Locally’ campaign to support local jobs by hosting a page with links to stores in Redding offering online shopping and local curbside pickup, the Redding Garden of Lights, and articles with Redding “in the news.” The newsletter was sent to 563 people with 33.9 percent open rate and a 15.3 percent click-through-rate. View the newsletter here: <https://conta.cc/3g3k7Kj>.
4. The Search Engine Marketing campaign totaled a fiscal-year high 7,375 clicks in November to the Visit Redding website. The ad group with the most clicks was the ‘Redding Garden of Lights’ with 3,831, which is more than triple the number of clicks of the next best performing ad group of ‘Things to Do.’

**International:**

1. The Redding had a virtual tradeshow booth in Brand USA’s Global Marketplace. The Global Marketplace will be accessible to travel trade and tour operators throughout the year to download destination information, view Visit Redding video and contact for future travel planning. *Travel Week Europe Virtual Live* was the first event Brand USA hosted on this new virtual platform. The event resulted in 25 one-on-one appointments with tour operators interested in finding out more information about Redding being the hub of the Shasta Cascade region and area attractions. Follow up and conversations as a result of the event have continued in November for travel planning in 2021 and beyond.

**Conferences/Meetings/Conventions/Trade Shows Attended:**

1. Redding City Identity Project SEO Meeting, Virtual, Nov. 6 & 13; Julie Finck, T.J. Holmes.
2. American Film Market, Virtual, Nov. 9-13; Sabrina Jurisich.
3. North State Climate Action Committee in conjunction with Providence Renewable Energy for the future site of Riverland Farm of the future agritourism site, Virtual, Nov. 11; Sheila Dougherty.
4. Downtown Collaborative, Virtual, Nov. 18; Julie Finck.

## **Shasta County Film Commission Sports Commission & Local Event Coordinator:**

### 1. Film Activity in November:

- Film Shasta hosted two productions, a micro-budget indie film and a United Kingdom-based documentary, for a total of 20 shoot days. The UK based documentary had a cast and crew of 12 including one local hire.
- Responded to seven new production inquiries.
- Fourteen new vendors were added and two were updated on the Film Shasta website.
- The film commissioner participated on a panel discussing the state of on location filming in California at the American Film Market (AFM) with three other Film Liaisons in California Statewide (FLICS): Long Beach, Film LA, and Placer Lake Tahoe. A promo reel can be found here: <https://youtu.be/cgvnVpP394s>.
- Film Shasta was highlighted in two AFM e-blasts throughout the virtual Networking Pavilion and the main AFM website, as well as in the show booklet. This year's event was record-setting with more countries, U.S. states, exhibitors, film commissions, and buyers attending.

AFM<sup>®</sup>  
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### 2. Sports commissioner activity in November:

- Followed up with eight potential and upcoming events including Fishing League Worldwide (FLW).
- Redding joins Huntington Beach, CA, Fort Myers, FL, and several other cities offering a historical tour of local landmarks. The tour consists predominately of landmarks around downtown Redding that can be easily accessed by cyclists. This historical self-guided bike tour project started in March with local historian Dottie Smith and Pedego. Redding to be added to the national Pedego App. The tours can be accessed by smartphone:



- Google Play: <https://play.google.com/store/apps/details?id=com.toursphere.pedego>
- App Store: <https://apps.apple.com/us/app/pedego-ebike-tours/id1488377636>

3. For a sports spin on promoting the “Redding Garden of Lights” a give-a-way was offered in SportsStars Magazine. This magazine has a print distribution of 65,000 and is split relatively evenly between the nine-county Greater Bay Area region and the Sacramento Valley to Central Valley region; as well as delivery north to the Oregon and Reno, NV, borders. In addition, SportStars tracks over 7 million digital ad impressions per month and is engaging over 42,150 social followers.

\*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:**

1. The Redding CVB assisted Butte County's Emergency Operations Center to find immediate occupancy for displaced fire evacuees into Redding lodging properties. The supplied list of available housing was well received by our neighboring county during this critical relocation time.
2. RCVB assisted local lodging properties during the extended fire season to redirect fire evacuees and work crews to alternative accommodations within the city limits of Redding City when capacity was reached in individual properties rather than having people leave the area for accommodations. Updates of lodging availability was distributed daily to all properties for quick and easy reference. Through the combined efforts of all Redding lodging properties the spirit of Redding's hospitality once again rose to the occasion and was appreciated by all.

### **Groups, Conventions, Sports and Festivals:**

#### **In Proposal:**

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

#### **Upcoming:**

1. 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.
2. Sundial Film Festival, Mar 6, 2021, Virtual for 2021.
3. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
4. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
5. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
6. 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.*