

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

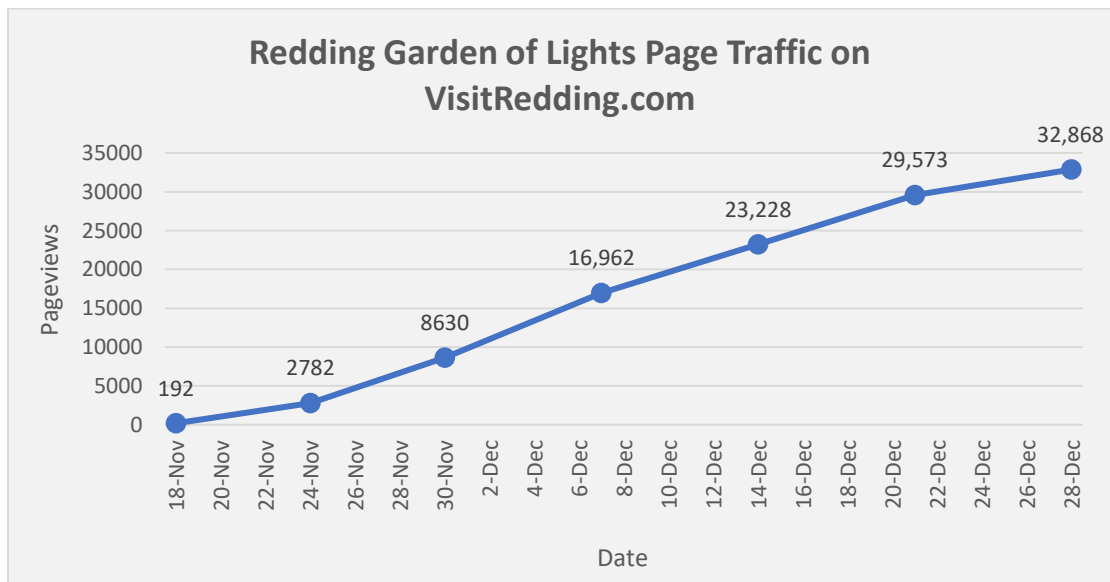
December 2020

Tracking Transient Occupancy Tax (TOT)

Tentative TOT revenue reported in December for the City of Redding and collected from Redding lodging properties was \$383,649.48. This is a 22.6 percent decrease from December of 2019 and a 7.4 percent decrease fiscal year-to-date.

Marketing and Advertising:

1. The Redding Garden of Lights campaign continued throughout the month of December through a variety of different means such as streaming and mobile video, digital banner ads, social media, SEM, and promotion on VisitRedding.com. To date the Redding Garden of Lights landing page on the Visit Redding website has received 32,868 pageviews and there have been 8,796 clicks from VisitRedding.com to the official Redding Garden of Lights website – a 26.76 percent click-through rate (CTR). A total of 87.56 percent of the VisitRedding.com Redding Garden of Lights landing page views were from outside the Redding area and can be attributed to the RCVB outside marketing efforts.



2. The CVB annual Tripadvisor campaign runs display advertising on both desktop and mobile targeting people who are ready to travel and are in the research phase of what fits their interest criteria. For December, the Tripadvisor campaign received 273 clicks and 211,051 impressions.

Of those users directly reached by the campaign, we tracked 73 who saw the ads then independently visited VisitRedding.com. Additionally, the CVB sponsors the Redding destination page on Tripadvisor.com. The destination sponsorship allows the CVB to add custom content to the page, including photos, video, and custom itineraries, all prominently displayed for interested travelers. The sponsored page received 428 impressions.

3. The Visit Redding website had 86,007 pageviews for the month of December – a 59.67 percent increase over December of 2019. A total of 85.71 percent of December’s website visitors came from outside of Redding. The number of users increased from 16,592 in December 2019 to 31,354 in December 2020 – a 88.97 percent increase. December has traditionally been a difficult month to attract attention over holiday family plans. This year the Redding Garden of Lights gave the team new and exciting content that had an appeal that reached a larger target market.

Public Relations:

1. Five earned media articles were published totaling 8.2 million unique monthly visitors (UMV). The Lonely Planet article was a result of a 2018 media visit from travel writer Maya Stanton, who continues to include Redding in articles through our media outreach.

Publication	Article	Link	Reach (UMV)
Lonely Planet	6 Most Underrated View and Vistas in America	https://bit.ly/3nwiRCB	3,626,779
Only In Your State	Lake Shasta Caverns was just named One of the Most Underrated Views in the U.S.	https://bit.ly/3mgvYpJ	3,613,830
Record Searchlight	The Buzz: Redding Lights Up for the holidays	http://bit.ly/37SyZbU	174,465
Visit California Now	Where to See Holiday Lights in California	https://bit.ly/2Knv5i0	572,744
Active NorCal	Adventurers Discover Rare Views of Snowy Cinder Cone in Lassen National Park	http://bit.ly/2WViOnW	212,790
Total			8.2 million

2. The social promotion for the ‘Itineraries by Locals’ campaign, one of the Redding City Identity Projects “20 Ideas by 2020,” was completed in December. Eight itineraries were organically posted to the Visit Redding Facebook, Twitter, and Instagram accounts and promoted on the social platforms for a paid campaign. The overall campaign results are below:

- 159,732 Impressions
- 4,747 Engagements
- \$0.19 Cost Per Engagement
- 2,876 Link clicks to VisitRedding.com
- 2.04 percent CTR
- A Film-Friendly Day in UpStateCA was the most popular itinerary based on impressions and engagements.



To view the landing page, click here: <https://www.visitredding.com/itineraries-by-locals>

3. The Redding CVB distributed a winter consumer newsletter to potential travelers and a December local newsletter to people in the Redding community. The winter consumer newsletter had the messaging of ‘Plan Now, Travel Later’ and showed the outdoor winter activities available in the area, the ‘Itineraries by Locals’ project, news articles about Redding, and Visit Redding blogs for trip inspiration when it is safe to travel. The local newsletter recapped some of the CVB’s accomplishments from the past three months, a prestigious film event that Film Shasta was part of, congratulated the tourism-affiliated businesses that won ‘Best of the North State’, and recent earned media articles.
 - Consumer newsletter: 1,693 opens with a 16.1 open rate, 30 clicks for a 3.6 percent CTR. View here: <http://conta.cc/38FiNKk>
 - Local newsletter: 149 opens (29.9 percent open rate), 15 clicks for a 10.1 percent CTR. View here: <http://conta.cc/3aLZTEk>
4. Two blogs were posted to the Visit Redding website in December based on winter recreation in the area. The content is written in evergreen format so it can be used in the future to promote travel during the shoulder season. In total, the blogs on VisitRedding.com had a total of 8,548 page views in December. Read the blog articles at the links below:
 - The Joys of Snowshoeing the Lassen Volcanoes – <http://bit.ly/2KKubN6>
 - An Insider’s Guide to Mt. Shasta Ski Park – <http://bit.ly/3htSxGF>

International:

1. The Redding CVB partnered with Shasta-Cascade Wonderland Association (SCWA), placing a full-page print ad in the America Journal issue December 2020 – February 2021. The publication is a German magazine with 35,500 print copies distributed in Germany, Austria, and Switzerland with an estimated 130,000 readers. A three-page editorial (*see below*) on the area was included in the partnership. The ad campaign includes a digital banner ad and inclusion in the America Journal newsletter. Results to-date are 52 pageviews from America Journal readers to the international German page on ShastaCascade.com and the average time on our German page is 2 minutes, 43 seconds with a bounce rate of 39.53 percent.
 - Link to newsletter: <http://bit.ly/3b9iF8O>



Conferences/Meetings/Conventions/Trade Shows Attended:

1. Location Managers Guild International (LMGI) Member Meeting, Virtual, Dec. 1; Sabrina Jurisich.
2. Sports Events and Tourism Association (Sports ETA), Women’s Subgroup, Virtual, Dec. 2; Sabrina Jurisich.
3. Power Women Summit, Virtual, Dec. 8-10; Sabrina Jurisich.
4. Association of Film Commissioners International (AFCI) Member Meeting, Virtual, Dec. 9; Sabrina Jurisich.
5. Providence Riverland Park Annual Gathering, Virtual Dec. 11; Sheila Dougherty.
6. Makers and Shakers, Virtual, Dec. 14; Sabrina Jurisich.
7. FOCUS, Virtual, Dec. 15-17; Sabrina Jurisich.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

1. SPORTS:

- a. Redding was featured in Sports Events Magazine (<https://bit.ly/3n2Tbw0>) and on its Facebook page (<https://bit.ly/2MhDuV7>) highlighting the new fields at the California Soccer Park.
- b. The Redding Garden of Lights was featured in SportStars Magazine in both of their December editions (<https://bit.ly/3aWaCMk> & <https://bit.ly/2L591ZR>). SportStars continues to reach readers throughout Northern California with a print distribution of 65,000; while tracking over 7 million ad impressions per month and engaging over 42,150 social followers.
- c. Follow up continued with Fishing League Worldwide and International Slow Pitch Softball for their upcoming events as well as with five other potential events considering Redding.



2. FILM:

- a. Film Shasta recently participated in FOCUS, which is typically held in London but was offered virtually in 2020. Touted as “The Meeting Place for International Production” the virtual platform delivered a unique opportunity to connect with filmmakers from around the globe.
 - 149 connections were made with filmmakers from 46 countries.
 - Over 40 one-on-one meetings occurred with filmmakers actively working on



projects, looking for locations, and many expressing interest in filming in Shasta County.

- Film Shasta’s website and sizzle reel were complimented repeatedly with many commenting about the diverse offerings available in Shasta County. The sentiment from around the globe is that California is still a strong destination for filmmakers.
 - b. 248 film contacts were added to the e-newsletter list
 - c. The Film Shasta Facebook followers surpassed 11,000 and Film Shasta’s Instagram followers surpassed 1,000.
 - d. Beyond the leads generated at FOCUS, another five production inquiries were responded to for upcoming projects.
3. Film productions:
- a. Film Shasta supported the following film projects, which have not been previously reported:

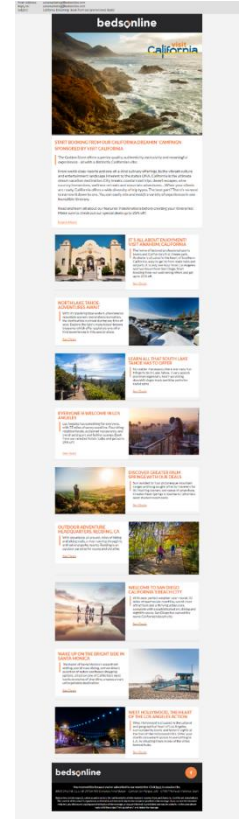
Filmed	Project Title	Project Genre	Link
2015	The Punished (previously titled The Altruist)	Indie Film, <i>released 8/6/2018</i>	https://amzn.to/3hreQgo
2019	Strange World, Season 1, Episode 3	TV, <i>aired 8/26/2019</i>	https://imdb.to/2WTHNbg
2019	Crystal Geyser	Commercial, <i>aired 7/7/2019</i>	https://bit.ly/34ROTI5
2019	With Love, Wyatt	Short, <i>released 12/4/2020</i>	https://bit.ly/38ODYtn
2019	Empyrean Trailer	Short, <i>released 2/19/2020</i>	https://bit.ly/3n2kN4D
2019	McHale Signs	Commercial, <i>released 12/30/2019</i>	https://bit.ly/38Lp0V6
2019	California 101, Shasta Cascade Road Trip	Commercial, <i>released 1/8/2020</i>	https://bit.ly/34XHxwf
2020	Prudential	Commercial, <i>released 12/3/2020</i>	https://bit.ly/3mZocB5
2020	The Adventure Challenge	Commercial, <i>released 7/21/2020</i>	https://bit.ly/3aWLuW2

*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. As part of expanding collaboration throughout Redding, the team has been working closely with local restaurants for the past 10 months to contribute to any revenue they can retain, to help lodging properties offer better service, and give visitors a welcoming feel while in Redding in lieu of COVID-19 restaurant regulations. A 187-restaurant information sheet was updated for the holiday season, including Christmas Day opening schedules, and distributed to all area lodging properties.

2. Redding in partnership with North Tahoe, South Tahoe, and Visit California presented those destinations to 97 Hotelbeds.com travel agents in a webinar promoting Redding’s exceptional winter adventures with the goal to bring more tourism to Redding during the slower months of the year. Bedsonline.com Redding lodging establishments were featured as places to stay while enjoying Redding’s winter months. To the right is a screen shot of the newsletter portion of the campaign.
3. Even though group travel is limited at this time, in preparation for when groups can gather, Redding destination information was updated in the Group Tour Media directory. Included in this preparation student group organizers were given access to all that Redding has to offer for educational tours. The Redding CVB submits editorial, digital, and print advertising with Group Tours Media to keep Redding in the mix with other destinations for tour operators, travel agents and student travel planners as they plan for future trips.



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. Expecting 300 anglers – estimated 400 room nights.
2. Sundial Film Festival: March 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. – *canceled for 2021 due to coronavirus.*
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.