



2018/2019 RTMG ANNUAL REPORT

The Redding Convention & Visitors Bureau (Redding CVB) annual report is being presented in a new format to encompass the needs of several organizations.

1. California Tourism Business Improvement District (TBID) regulations require an annual report with special requirements designed to document the marketing improvement plan to be implemented in the following fiscal year.
2. The City of Redding/Shasta-Cascade Wonderland Association agreement requires an annual marketing plan designed with the purpose of generating Transient Occupancy Tax (TOT) for the City of Redding.
3. The Redding City Council requested that one report be submitted rather than two separate reports.

Consequently, this report titled 2018/2019 RTMG Annual Report is also the 2018/2019 Redding CVB Marketing Plan. The first part of the document will meet the California requirements on planned marketing improvements using TBID funds and the second portion will address marketing campaigns using TOT funds all for the purpose of increasing overnight stays in short-term lodging properties. The general strategy is to integrate all marketing campaigns to depict six themes of travel content (extreme sports, food + libation, water sports, winter sports, art + attractions, and soft outdoors) targeted at three main audience segments (millennials, families, and baby boomers) during the appropriate seasons using a variety of mediums designed to make the best impact with the resources available. The main message for leisure travel will be: Visit Redding - More Ways to Play.

Baby Boomers continue to be a prime market because they can have more disposable income and are more likely to travel during the slower TOT seasons of spring, and fall. However, when they fit into the multi-generational segment, they can be a target for summer travel along with families. Millennials can fit into the families' category, which tends to be for summer travel covering only three months a year, or they can fit into the non-family demographic interested in traveling during the shoulder seasons of fall, winter and spring, helping supply TOT when it is needed most. These three audience segments can overlap and they can all show a propensity for any one or all six of the travel content pillars.

PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994, STREETS AND HIGHWAY CODE SECTION 36650 ET SEQ.

- ✓ An estimated \$250,000 surplus revenue from the 2017/2018 budget year is being carried over into the 2018/2019 fiscal year beginning July 1, 2018 for a total estimated cost of marketing to be \$1,300,26.00.
- ✓ There are no proposed changes to the boundaries of the district or classification of businesses within the district described as: lodging properties, existing and in the future, available for public occupancy within the Redding city limits.
- ✓ There are no proposed changes to the method or basis of levying the assessment as compared to previous years. The assessment amount is 2 percent of short term room rentals (stays of 30 days or less) with the City of Redding receiving a 1 percent collection fee.
- ✓ The Redding CVB received funding contributions from TOT, along with TBID funding for marketing purposes; however, there are no other funding sources besides that from lodging properties for the levied TBID assessment. TBID funds are used solely for improvements that meet the State Highway Code Section 36650 guidelines and are kept on a separate marketing budget and in a separate bank account.



IMPROVEMENTS/ACTIVITIES TO BE PROVIDED WITH TBID FUNDS

JOINT MARKETING PROJECTS:

Video for commercials, social media and itinerary creation will be allocated \$80,000. Historically, video was used to visually show the beauty of the region through both social and traditional mediums, with trip ideas (itineraries) in printed formats; but this year those itinerary suggestions will include a visual aspect as well.

DOMESTIC SOCIAL MEDIA:

Social media platforms continue to be a valued method to grow Redding's presence. To compete for the attention of consumers, running specific paid campaigns allows the Redding CVB to cast a wide net for potential travelers or send messaging to a very targeted audience.

The Redding CVB social campaigns will be executed from the three most popular platforms: YouTube, Instagram, and Facebook. A targeted paid YouTube pre-roll campaign will showcase highly engaging video content. Instagram and Facebook campaigns will be used to share the new Visit Redding blog feed featuring inspirational and informative articles, itineraries, listicles, and highlights for attractions and events.

The Redding CVB office has been researching a new User Generated Content (UGC) platform called CrowdRiff, which will be added with TBID funds in 2018-19. All Redding area properties will have access to the same photos for display in lobbies giving more of an authentic feel to visitors compared to staged advertising images and videos.

This program allows the RCVB to crowdsource a bold visual representation of Redding through call-to-actions buttons used to promote multiple pages within VisitRedding.com and the same visuals can be used in digital and print advertising to integrate the Redding tourism brand.



This is one more example of how all campaigns are intertwined for cost efficiency and program effectiveness.

All marketing campaigns will target the six interest pillars and three demographics during the two shoulder seasons of fall and spring for non-families and summer for families. Similar social media campaigns planned for 2018-19 will expand upon the successes of 2017-18 that produced double the national average in click-through-rate.

INTERNATIONAL MARKETING:

- ✓ A new international tourism brochure was created during the 2017-18 fiscal year. That brochure will be translated into Spanish, Chinese, French and Japanese to be shared in both print and digital versions.
- ✓ An analysis will be prepared to categorize by country the interest in traveling to destinations such as Redding along with the campaigns planned for 2018-19 to help assist in future marketing decisions.
- ✓ The most prominent travel trade events will be attended to maintain and expand inbound travel.
- ✓ In-Country representatives are working in Mexico, Scandinavia, and China using TBID funds to implement travel agent training and consumer PR campaigns.
- ✓ Print advertising will be used in Austria, Germany and Switzerland in publications that have proven to generate leads.
- ✓ Digital, social media and email campaigns are doing well in China and are being expanded into the 2018-19 fiscal year.



DIGITAL MARKETING - LEISURE TRAVEL:

The Redding CVB saw great success with Hot Spot Travel E-Newsletters in 2017-18. Each newsletter leads to an average of 5,000 visitors to VisitRedding.com for an average 30 percent increase in the site's web traffic. In accordance with these great analytics, the Redding CVB is planning to increase the number of newsletters next year, to create more comprehensive coverage throughout the year and increase the bump in users that the newsletters provide.

Geo-targeted mobile campaigns are planned for San Francisco, Marin County, and the East Bay along with a digital campaign that will be on the top 10 Chinese websites in the Bay Area.

Trip Advisor pages and ads will be redesigned for 2018-19 and a new Priceline campaign is planned to do more than just showcase properties; it will sell the area as a way to feed more business into the participating properties.

The Redding CVB will integrate all targeted campaigns together for enhanced visibility to drive-market consumers. Aside from increased exposure and engagement, the goal is for VisitRedding.com to see an increase in traffic, pages per session, time-on-site, and a lower bounce rate.

BILLBOARDS - LEISURE MARKET:

Terminal A of the Sacramento International Airport billboard display gives Redding prime placement in front of 9.6 million travelers annually. Situated between the escalators to the gates and the baggage claim, Redding's display cannot be missed, and sends a convincing message to potential travelers about the merits of Redding as a vacation destination.

BILLBOARDS (CONTINUED):

Due to some changes negotiated with the airport in 2017-18, this new visual campaign is included in the 2018-19 marketing plan to invite visitors.

The Mountain Gate billboard rotates from welcoming travelers to Redding and promoting the downtown exit to showcasing Civic Auditorium events. The same local support philosophy is used for the Willows billboard where Redding is shown as an outdoor recreation destination from September to May, and it promotes Turtle Bay May to September. The 2018-19 year will bring back some previous designs where travelers are told they only have 75 minutes before reaching Redding with its prime lodging and restaurant options.



PRINT - LEISURE MARKET:

Sunset Magazine will continue in the 2018-19 marketing year but with some changes to ad size and frequency. By tracking leads from various ad sizes in 2017-18, it was discovered that the larger ad sizes led to no substantial increase in the number of reader leads Redding received. In accordance with these results, the Redding CVB will increase ad frequency with smaller ads

PRINT - LEISURE MARKET(CONTINUED):

In order to maximize exposure and lead generation.

National Geographic Traveler with its Hot Spot Travel inserts is one of the best print lead generators, bringing exposure and interest of Redding from subscribers all over California, Arizona, Nevada, Washington, Oregon and Utah, reaching 1.9 million readers. The Redding CVB intends to continue marketing with the magazine into the 2018-19 year.

California Automobile Association's Via magazine audience of dedicated California, Nevada, and Oregon travelers dovetails perfectly with Redding's targeted drive market. This close relationship between the Redding CVB and Via led to multiple opportunities for Redding to be featured in editorial content as seen in the 2017 Fall and 2018 Summer issues. It is expected this close working relationship will continue to benefit Redding what appears to the general public as organic media coverage.

Another San Francisco Chronicle insert is planned for 2018-19 and Redding will have the center truck and will run an SF Gate digital campaign to parlay the success that comes from promoting to the Bay Area audience.

CONSUMER/TRADE SHOWS:

The 2017-18 season was the most successful tradeshow season for Redding, leading to a record 1,283 leads from three shows - a 60 percent increase from last year. The Redding CVB intends to build on last year's success by distributing information at 10 tradeshows total for film and event planners, 10 birding festivals, 17 cycling events and the same three travel and adventure shows that brought the previous year's increase

CONSUMER/TRADE SHOWS (CONTINUED):

in leads. For a second straight year, Redding secured the photo booth sponsorship for the San Diego Travel & Adventure Show, allowing Redding prominent placement in the show's marketing, and showcasing Redding locations in "take home" photos for over 300 show visitors.

Redding will also implement the new strategy of offering a stand-up paddleboard as a lead generating giveaway. This strategy was tested last year at the San Diego and Los Angeles Travel & Adventure Shows and received great feedback from show attendees. A small crowd formed outside the booth in anticipation of the drawing. Since the giveaway is a desired prize to acquire tradeshow leads, the Redding CVB intends to use the paddleboard giveaway at all three Travel & Adventure Shows in the 2018-19 fiscal year.

TELEVISION/RADIO:

Even though traditional marketing is difficult to track and justify, we find that most of the direct feedback received from various sources all come from the Radio, TV and In-flight videos that have run in previous years. For this reason, campaigns will promote special events and attractions on radio and general information about Redding on Pandora and United Flights. Digitally streamed ads on Comcast running in Sacramento and San Francisco have proven to do well and are tracked to measure effectiveness. The commercials shared with these viewers are watched in their entirety more than 80 percent of the time, giving reason to extend this type of advertising into 2018-19. The same video content will be used on social media, in digital ads, on TV and on in-flight programming.

TELEVISION/RADIO (CONTINUED):

Broadcast TV is more expensive but is being added to the mix for the 2018-19 fiscal year as a way to expand coverage into Redding's prime drive market: The Bay Area.

FILM COMMISSION:

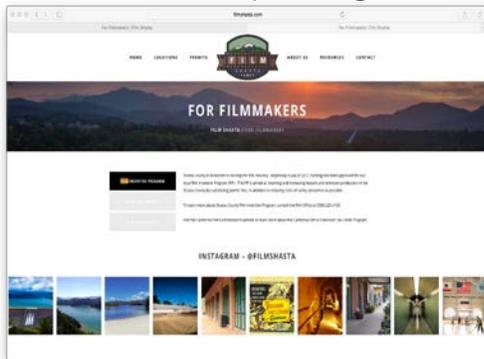
Film Shasta will have a presence at key film events and distribute over 2,000 brochures highlighting Shasta County reaching over 10,000 location managers and producers. These events include: Location Managers Guide International, Film In California Conference, American Film Market, Cineposium and Location Managers Guide International (LMGI) Annual Event. Social marketing campaigns and print advertising are planned with the California Locations Guide, International Locations Guide, California On Location Awards and at the Film in California Conference. Partnerships and affiliations with the California Film Commission (CFC), Film Liaisons in California Statewide (FLICS), Association of Film Commissioners International (AFCI), and LMGI will keep Film Shasta up-to-date on industry trends and provide new filming opportunities.

Additionally, TBID funds will be used for:

- ✓ Hosting a film Familiarization (FAM) for an estimated eight filmmakers to directly experience the diversity of Shasta County's top film-friendly locations.
- ✓ A new sizzle reel will be released before the end of the year.

FILM COMMISSION (CONTINUED):

- ✓ The Film Shasta location website supplies thousands of location photos, which are also housed on industry sites including LocationsHub.com, The Location Guide, Stage 32, Reel Directory, Locations Hub, Reel Scout, and Cinema Scout. Location shots will continue to be added throughout the 2018-19 year.
- ✓ The film incentive program will be expanded in 2018-19 to cover the cost of permit fees in Shasta County as a way to not only entice film producers but to also ensure permits are running through the film office for more accurate film activity tracking.



MEETINGS & BUS TOURS:

“What’s on the Outside Counts Too” will be the main advertising theme when marketing to meeting and event planners. Group sales meets the stipulation of Proposition 26, which states those who pay into the fund must benefit and renting rooms to meeting attendees creates compression (filling other lodging properties with visitors who would have stayed at the meeting property). Therefore, groups marketing has been moved to utilize TBID funds as opposed to TOT funds as in prior budget years.

- ✓ The groups section of VisitRedding.com will be updated with the goal of improving Search Engine Optimization (SEO), pertinent information, and eye appeal.

MEETINGS & BUS TOURS (CONTINUED):

- ✓ An emphasis will be made to invite qualified meeting planners and bus tour operators for on location tours with a goal of having eight accept the invitations.
- ✓ An existing public relations strategy will be implemented for groups – key influencers will be hosted to improve awareness of Redding as a meeting destination.

Efforts will be focused on relationship-based sales generated from tradeshow contacts and advertising in leading print and digital mediums.

SPORTS COMMISSION:

The following will be implemented in support of Redding’s sports complexes:

- ✓ Four sports FAM trips for event owners are planned for the coming year so they can see the region and facility offerings.
- ✓ To gain interest from event owners, print and digital advertising will be placed in various sport publications.
- ✓ Publications include Sports Planning Guide, Sports Destination Management, CONNECT, and SportsStars which reach sport governing bodies, local, national and regional directors, as well as sport organizations & associations such as the United States Olympic Committee (USOC), National Council of Youth Sports (NCYS), U.S. Soccer Foundation, USA Softball, and more.
- ✓ Attendance at sport tradeshows such as the National Association of Sports Commissioners Symposium where our strongest leads have been generated in the past.

ESTIMATED COST OF PROVIDING IMPROVEMENTS:

BUDGET ITEM	Funding Source	
	TOT	TMBID
RCVB 2018/2019 Fiscal Budget		
	\$1,149,020	\$1,050,269
Starting Balance	\$150,000	\$256,585
Balance Forward (Rev + Starting Bal)	\$1,299,020	\$1,306,854
Marketing/Advertising/PR (25%)	\$287,255	
International Marketing (5%)	\$57,451	
Sponsorships		
Airport Guarantee/EDC	\$100,000	
Redding City Identity Project/Chamber	\$50,000	
Redding Police Officer	\$145,000	
Shasta-Cascade Tourism Summit	\$8,000	
Kool April Nites		\$15,000
Redd Sun Music Festival	\$15,000	
Subtotal	\$318,000	\$15,000
Joint Projects		
Video Itineraries		\$20,000
Photography/Video – Commercials		\$60,000
Economic Impact/Visitor Studies		\$25,000
Subtotal	\$0	\$105,000

ESTIMATED COST OF PROVIDING IMPROVEMENTS (CONTINUED):

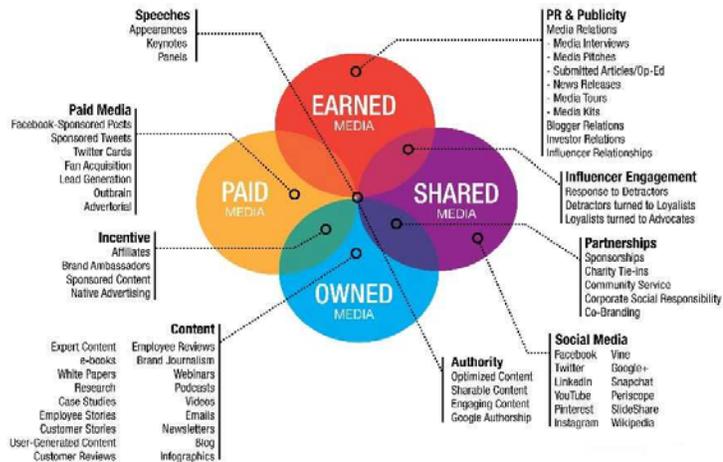
Public Relations - Leisure Market	\$90,200	
Social Media - Leisure Market		\$64,600
Digital Marketing - Leisure Market		\$262,630
Web Development	\$81,650	\$6,585
Domestic Marketing	\$18,400	
Brochures	\$49,500	
Print Advertising - Leisure Market		\$120,650
Billboard/Outside Signage		\$79,943
Consumer Shows/Tradeshows		\$48,635
Tourism Radio and TV		\$162,000
Film Commission	\$11,000	\$53,150
Sports and Local Events	\$28,800	\$50,000
Groups		\$115,000
Misc. Support	\$23,000	\$3,500
Marketing/Advertising/PR (25%) \$284,335 Goal	\$302,550	
International Marketing (5% TOT Goal \$57,451)	\$60,000	\$68,550
Operating & Materials	\$245,789	\$14,600
Employee Training	\$29,010	
Personnel	\$309,200	\$95,000
Other Expenses		
City Fee for TMBID collection		\$10,503
Contingency	\$34,471	\$31,508
Subtotal	\$34,471	\$42,011
	\$1,299,020	\$1,306,854

IMPROVEMENTS/ACTIVITIES TO BE PROVIDED WITH TOT FUNDS

The responsibility of the Redding CVB is to generate TOT for the City of Redding General Fund and the tool for accomplishing that goal is to encourage potential visitors to spend the night in Redding. Hence, the Redding CVB markets those attractions that are most likely to encourage people to stay in lodging properties that collect TOT.

PUBLIC RELATIONS:

Public relations efforts provide a way to amplify key messaging and ultimately increases the visibility of a destination. Media coverage increases exposure of Redding and inspires consumers to travel to the city for recreation and events, therefore generating TOT. The Redding CVB continues to work with a respected travel and hospitality public relations firm headquartered in New



York City – the media capital of the world – to cultivate relationships with the nation’s top editors at a variety of consumer and trade outlets which produces positive media coverage for Redding. Through a constant stream of focused messaging to both national and regional media outlets, the Redding CVB will target markets in San Francisco, Sacramento, Los Angeles, San Diego, Seattle, Denver, Portland, Ore., Vancouver, B.C., New York, and Washington D.C., while also continually pitching media internationally.

The best way to develop relationships with top editors is to visit them for a series of one-on-one media “desksides” appointments. Visit California hosts media events in San Francisco and Los Angeles which the Redding CVB attends to further cultivate media contacts. Contacts established at “desksides” and media events bring assignments from publications where the Redding CVB can host journalists and influencers to experience Redding first-hand which produces more marketing content. When the assignment is published, the exposure gives Redding more visibility and creates an organic approach for inspiring consumers to visit the city. These media contacts are considered by the general public to be non-biased thereby offering a high level of validity to what is being shared about Redding.

In the 2018-19 fiscal year, a goal is being set to host 12-18 travel writers in addition to two group influencer trips to target active travelers and outdoor enthusiasts while capitalizing on an increasingly popular means of generating content. The Fall 2018 group trip will focus on inviting influencers with a Southern California following to showcase the region’s leaf peeping opportunities and fall weather. The Spring 2019 trip will target influencers with a Pacific Northwest following to generate coverage of Redding’s beautiful spring weather and outdoor recreation. The earned media should not only translate into TOT but also increase Visit Redding’s social media following, reach and brand awareness.

WEB DEVELOPMENT:

With over 330,000 new users to the website per year due to marketing efforts, the Redding CVB places a high priority on maintaining and updating VisitRedding.com. In 2018-19, several new features will be implemented to improve visitor experience on the site. Photographic assets will be enhanced, not only by increasing the number of photos for location listings, but also with the implementation of user-generated photo galleries on several site pages. These galleries offer a crisp new visual element to the site, allowing users to “feel” the Redding experience. A test gallery on the Waterfalls page received 1.7K views within the first week of going live, showing that users will view and engage with these galleries.

A complete reskin of the Visit Redding site is planned to modernize the interface and incorporate the soft brand redesign completed in 2017-18 to help solidify brand consistency with all other marketing efforts. The new design offers a more crisp and modern look to aid in readability.



Included in the website reskin will be some updates to the VisitRedding.com events calendar. The events calendar highlighted over 300 different local events and received over 126K pageviews last year. The number of events listed increased more than 40 percent over the prior year and is anticipated to continue to be of top importance to users.

LOCAL EVENTS/ATTRACTIONS:

The Redding CVB intends to continue efforts to provide marketing support to the following local events and organizations that generate room nights and show potential for growth:

- Redding Beer Week (August)
- Redding Beer & Wine Festival (September)
- Shasta County Mini Maker Faire (September)
- Lions Half Marathon (October)
- CASA Run (November)
- Redding Marathon (January)
- Kool April Nites (April)
- Mayor’s Mountain Bike Challenge (March-June)
- Redding Rodeo (May)
- Shasta County Mud Run (May)
- Never Forgotten Games (May)
- Sundial Splash (June)
- Taste of Redding (June)
- Shasta Trail Runs
- Redding Civic Auditorium
- Redding Cultural District
- Cascade Theatre
- Turtle Bay Exploration Park
- Whiskeytown National Recreation Area
- Lassen Volcanic National Park
- Lake Shasta Caverns
- California Soccer park
- Big League Dreams

BROCHURES:

- ✓ A newly designed Redding Trails Map with an addition of waterfalls will be printed in 2018-19 for wide scale distribution locally, at tradeshows, and various brochure racks across the state.
- ✓ Redding's Visitors Guide will get a complete overhaul with a focus on a larger percentage of visual elements than the previous version. Written descriptions will not only list attractions but they will also focus on explaining why a visitor would find Redding worth visiting. The new guide will be split into six distinct sections - National and State Parks, Redding's Top Sights, Places to Stay, Redding Adventures, While You're Here, and a section highlighting Redding's brand new Cultural District.
- ✓ The Meeting & Event Planning Guide will get an overhaul to utilize feedback received from users outside the area. The properties section will be updated, the sports facilities section will be removed and placed into a separate sports facilities guide, information that changes often will be limited to the website rather than the printed brochure all to make the guide more user friendly.
- ✓ As a way to highlight Redding's main sports facilities, a digital resource guide will be produced and distributed with the idea of adding a printed version if the sports industry requests it. Leisure travelers, meeting planners and bus tour operators favor printed resource guides, but the sports industry may not require it. The new resource guide popularity will be tested in 2018-19 to see if a printed version is necessary.
- ✓ New brochures will be specifically designed to match all of Redding's other marketing efforts and appeal to all three demographic targets: Millennials, Baby Boomers and Families.

CONCLUSION:

The 2018-19 fiscal year promises to bring expanded visibility to a targeted demographic in a cost-effective manner to how Redding is marketed to the world. Travelers will be encouraged to visit through an integrated marketing plan and will have access to essential travel information at their fingertips in brochures, on mobile devices, and on their desktops.