

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

March 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in March for the City of Redding and collected from Redding lodging properties was \$391,380.10, which is a 25 percent decrease over March of 2019. This is with the expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing March of 2020 to March of 2018, TOT had an increase of 19.7 percent, which is respectable over a two-year time period. Overall, this is a fiscal year-to-date TOT decrease of 1.45 percent.

NOTE: The Coronavirus pandemic interrupted the Redding CVB's marketing campaigns in March, causing the team to halt our advertising strategy in order to save funds for the recovery efforts. The team continues to work on pandemic-related projects to help the community and they report what they accomplished to the CEO on a daily basis.

Marketing and Advertising:

1. The Redding CVB ran a half-page ad and half-page advertorial in the 'Discover' section of the fall edition of Via Magazine. The ad was sent to print back in January, and it was too late to cancel or change it. The 'Discover' section is distributed to 500,000 subscribers in Sacramento and the Bay Area with a dedicated interest in travel.
2. The Redding CVB ran an ad in the March/April edition of Sunset Magazine. The ad was sent to print back in December, and it was too late to cancel or change it. Sunset Magazine has a circulation of 1 million issues, with an average of three readers per issue from California, Oregon, Nevada, Washington, and Idaho.
3. The Visit Redding website had 28,502 users in March. The website is also being continuously updated to provide up-to-date information on attraction closures and event cancellations due to the Coronavirus.

Public Relations:

1. In preparation for the recovery efforts from the Coronavirus pandemic, the Redding CVB discussed earned media opportunities with contributors and editors from the New York Times, National Geographic, Travel+Leisure, Family Travel Forum, Fodor's Travel, BuzzFeed, Business Insider, Martha Stuart Living Travel, The Zoe Report and VinePair. Media visits are also put on hold until recovery plans are initiated.

2. Three blogs were posted to the Visit Redding website in March with the first two published before travel was affected by the Coronavirus pandemic. The blog ‘9 Ways to Enjoy the Outdoors in Redding This Spring’ was written from the perspective for people already in Redding to stay active and enjoy the vast local outdoor spaces while following the Coronavirus social distancing guidelines. It was promoted regionally on Facebook and Instagram, reaching 21,533 people and generating 361 engagements. In all, the Visit Redding blogs received 26,098 page views in March.

- March 2020 Events in Redding You Can’t Miss – <https://bit.ly/2R5b68p>
- 7 Ways to Discover the Fascinating History of Redding, CA – <https://bit.ly/2WZHgWw>
- 9 Ways to Enjoy the Outdoors in Redding This Spring – <https://bit.ly/3dL7T7r>

3. Before the Coronavirus, a newsletter was sent to local businesses and people in the Redding community to highlight some of the top activities and accomplishments of the Redding CVB. The newsletter included a library of digital assets available to the public, information about our monthly CSAC reports, printed brochure distribution, and a request for assistance on the Itineraries by Locals project for the Redding City Identity Project. The newsletter was distributed to 381 people, generating a 38.5 percent open rate and an 11.6 percent click-through-rate (CTR).



4. A spring social media campaign on Facebook and Instagram started in March promoting waterfalls to explore and ‘Things To Do,’ featuring Turtle Bay Exploration Park, biking the Sacramento River National Recreation Trail, Lake Shasta Caverns, Burney Falls and Lassen Volcanic National Park. Both carousel ads were interrupted due to the Coronavirus. The ads received 646,504 impressions, 16,828 engagements and 12,833 clicks for a 1.98 percent CTR before they were stopped.



International:

1. The Redding CVB partnered with Shasta Cascade Wonderland Association and the Visit California office – Black Diamond in the United Kingdom on destination training with travel trade organizations. The training has been completed in Southampton and Cheltenham. Forty-five travel agents from top agencies and tour companies such as Bon Voyage, STA Travel, Kuoni, Flight Centre, Holiday Architects, Travel Counsellors and Abercrombie & Kent attended the training. Only six of the 45 agents who attended the training were familiar with Redding and UpState CA before the training. All left inspired to offer a new California destination to their clients.



2. Due to the effects of the coronavirus and the need to hold funds for the recovery efforts, the Redding CVB has cancelled or will be postponing contracts in the following international markets:

- In Canada, a Vancouver Media Press Trip with Visit California – DCI has been cancelled.
- In the UK future opportunities with Visit California – Black Diamond is on hold.
- International FAM Trips and Travel Writer travel will be put on hold.
- A booth at the 2021 IPW will not be held with a deposit at this time, but might be added to the 2020/21 budget.
- Cash flow will be improved by not advertising for one year in the Visit California International Visitors Guide.

Conferences/Meetings/Conventions/Trade Shows Attended:

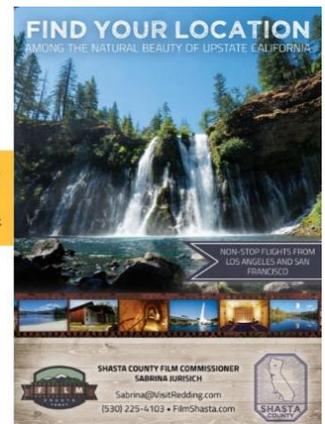
1. Media deskside meetings: March 9-12; New York, NY; T.J. Holmes.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

1. Film activity for March included the following:

- Website additions including events we are hosting, attending, or represented at; two new location listings, six new vendors, and the digital version of our Film Production Guide.
- Seventeen filmmaker videos were added to our collection and are scheduled to release as part of our “Filmmaker Friday” series on Facebook through June.
- The Film Shasta Facebook page has grown to more than 9,000 likes and followers.
- Film Shasta hosted a filmmaker online meeting which was promoted on Facebook, to our local filmmaker email list, and through the Shasta County Arts Council weekly newsletter.
- The Film Commissioner attended the following online meetings to stay current on how COVID-19 is affecting the film industry and resources available: Stage 32; GoBiz; Film Alliance; and LMGI.
- Responded to 12 production requests for locations, permits, incentive, and referrals requests, and hosted three productions for an estimated 41 film days.
- A Film Shasta ad ran in the California Location Guide 2020 beside the Top Gun story (page 28-29) and received a shout out in the editorial as well (page 44-45). The online edition will also be available on the CFC homepage. See it here: <https://bit.ly/2JxDI60>



2. Activity for the Sports Commissioner in March included:

- Assisted in bringing a mountain bike race to Redding. After nearly two years of coordinating the event, Redding hosted the National Interscholastic Cycling



- Association (NICA) NorCal High School Mountain Bike called “Swasey Shred” at the Swasey Recreation Area. The two-day event included more than 600 mountain bike riders on Saturday and over 480 bike riders on Sunday from over 80 high schools from Monterey to the Oregon Border, many of whom traveled to Redding in advance to pre-ride the course. After this year’s success, the race director intends to add Redding to its schedule on an annual basis. The local coordinators estimate this event brought in more than 2,000 people and over \$750,000 in direct spend to our greater Redding community. Out of the 21 local racers, two placed from Grant School, Shasta High won the boys freshman class and was third in the girls’ sophomore class.
- Visit Redding was featured in the Sports Destination Management e-blast in March, highlighting our sports facilities and local attractions.

*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. The Redding CVB placed an advertorial and ran a digital ad (see right) in Bus Tours Magazine featuring attractions such as Turtle Bay Exploration Park, the Sundial Bridge, McConnell Arboretum and Botanical Gardens, Redding Jet Boat Tours, Lake Shasta Caverns, Burney Falls and Lassen Volcanic National Park. The digital ad received 130 impressions with 67 link clicks for a 51.5 percent CTR. Read the advertorial here: <https://bit.ly/34dSbxD>



2. To support local businesses during the Coronavirus pandemic, the Redding CVB constructed a restaurant list with hours and services available for distribution to lodging guests. The list features a robust list of Redding restaurants and information about delivery, curbside pick-up, and take-out options. The hope is that restaurants will get more business and lodging guests will feel well served by their hosts.

Groups, Conventions, Sports and Festivals:

Upcoming:

1. California State Association of Counties Spring Regional Meeting: April 7-9, 2020; 100 estimated room nights at Sheraton. – *cancelled due to Coronavirus*

2. Annual Rotary District Conference: May 2020 – approximately 400 attendees. – *cancelled due to the Coronavirus.*
3. California Department of Health Care Services – Whole Person Care Program, Regional Meeting: May 2020; Sheraton Hotel at the Sundial Bridge – estimated 30 room nights.* – *pending due to Coronavirus*
4. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: Tentatively June 7-12, 2020; Holiday Inn – estimated 500 room nights.
5. California Association of Clerk and Election Officials: July 11-17, 2021; 170 estimated room nights.
6. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms.
7. ‘Before You Quit Your Job’ conference by Keenya Kelly, an Entrepreneur, Branding Expert & Speaker: Sept. 24-26, 2020 at Red Lion; 150 estimated room nights.
8. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipating room nights.
9. Movies in the Park; pending June – August 2020.
10. Kool April Nites 2020 was *cancelled due to Coronavirus* and moved to April 17-25, 2021.
11. Shasta Mud Run was *cancelled due to Coronavirus* and moved to May 8, 2021.
12. International Slow Pitch Softball (ISPS): NorCal Championship July 18-19, 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event. – *pending due to Coronavirus*
13. Shasta County Mini Maker Faire – *cancelled, Fall 2020; expected attendance 2,000 people.*

Recent:

1. Sundial Film Festival; March 7; Cascade Theatre: The festival had 1,101 attendees registered – with approximately 100 from out of town, raised \$6,956; featured 18 films; and had 25 volunteers to help put the event on this year.
2. NICA NorCal High School Cycling League – Mountain Bike Race event; March 6-8: 1,180 participants (98 percent from out-of-town); host hotels were booked to capacity; further details listed above.

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