

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

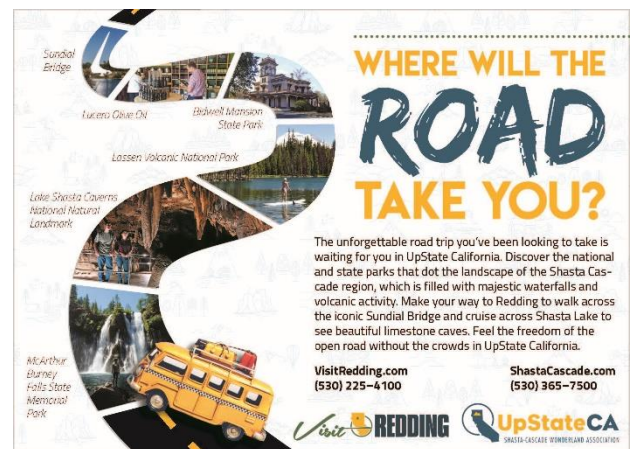
April 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in April for the City of Redding and collected from Redding lodging properties was \$575,166.47, which is a 40.6 percent increase over April of 2018. Overall, this is a fiscal year-to-date TOT increase of 35.4 percent.

Marketing and Advertising:

1. The Redding CVB partnered with the Shasta-Cascade Wonderland Association for a half-page ad in Visit California's 2019 Road Trips Magazine, promoting the great opportunities for road trips in the Redding and Shasta Cascade areas. With so much to see and do in proximity, the lack of traffic, and stunning roadside scenery, the Redding area is perfect for people interested in a scenic vacation on the road. Road Trips magazine has a circulation of 1 million copies.
2. The March e-newsletter with Hot Spot Travel promoted Redding's water recreation in order to get people ready for trip planning in the upcoming summer season. Hot Spot Travel e-newsletters are distributed out to a curated list of interested travelers. The newsletter was opened 30,645 times and received 8,517 clicks through to the Visit Redding website.
3. The Redding CVB ran a directory ad in the April issue of Sunset Magazine promoting the fantastic waterfalls in the Redding Area. Redding's ad was full run in the magazine, hitting Sunset's entire region of readers in Northern and Central California, Nevada, Alaska, Oregon, Washington, and Idaho, for a total circulation of 1 million copies and 3.61 million readers. Additionally, the ad brought 78 direct requests/leads for more information about the Redding area, with more expected to come in over the next few months.



Public Relations:

1. Media relations efforts resulted in one published earned media article in April. The article "Start Planning Now: 5 Best Places for a Weekend Road Trip" was published in Brit + Co., an online lifestyle magazine focusing on travel and food which reaches 6.7 million unique monthly visitors

(UMV). Redding was the first featured destination on the list and highlighted waterfalls, the McCloud River, Mt. Shasta, Lassen Volcanic National Park, Moonstone Bistro and Redding's The Park Food Truck Hub. This was a result of pitching travel writer Colleen Stinchcombe about our area after she visited for a trip in October. The article can be found here: <https://go.brit.co/2WjU46X>. The Redding CVB also hosted travel writer Amanda Burrill of the Epoch Times in April with her assigned story to be a destination spotlight on Redding while mixing in the Mayor's Mountain Bike Challenge. Her article is expected to be published in May. Travel writer Matt Meltzer of the Matador Network – an online news site focused on travel and outdoor adventure with a reach of 3.8 million UMV was booked for a May visit.

Start Planning Now: 5 Best Places for a Weekend Road Trip

Colleen Stinchcombe · Apr 26, 2019



1. Redding, California: Waterfalls, volcanoes, and caves, oh my. Redding, CA isn't so much a destination as the hub for outdoorsy road trip adventures. But don't overlook Redding's charms, where folks will unreservedly call you "hon" and give you pointers on the best secret hikes the place has to offer.

2. A targeted spring social campaign was initiated on Facebook and Instagram using carousel ads and links. The ads featured the spring events such as the Mayor's Mountain Bike Challenge, Kool April Nites, Redding Rodeo, and the Shasta Mud Run. It also featured things to do like biking, hiking, Turtle Bay Exploration Park, national and state parks, and the Lake Shasta Caverns. The 12 different ads received 191,055 impressions, generating 8,402 clicks for a 4.4 percent click-through rate and 6,782 post engagements. The top performing ad was a waterfalls carousel (*pictured right*).



3. To capitalize on the tradeshow leads, the Redding CVB distributed a spring newsletter to inform people interested in visiting Redding about the spring activities with descriptions, photos and hyperlinks to more information. The newsletter highlighted the new flight from Redding to Los Angeles, the third annual Mayor's Mountain Bike Challenge, Kool April Nites, the Redding Rodeo, performances at the Redding Civic Auditorium and the Cascade Theatre, and other popular attractions people should visit. The newsletter was sent to 12,276 people and was opened by 1,663, which is a 15.1 percent open rate.

International:

1. The RCVB and Shasta-Cascade Wonderland Association's (SCWA) Chinese e-marketing continues to grow. Our WeChat followers have nearly doubled from 3,205 to 6,612 people from March 2018 to March 2019 and our Chinese webpage visits more than tripled from 18,279 to 68,871 in that span. The majority of our Chinese webpage viewers are from mainland China. The breakdown from all viewers are: 86% China, 7% USA, 4% Canada, 3% a mix from other countries. To see a WeChat post promoting the new flight from Los Angeles International Airport (LAX) to Redding that generated 2,030 views, click here: <https://bit.ly/2vuBUDA>.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Association of Film Commissioners International, AFCI Week; Los Angeles, CA; April 2-5; Sabrina Jurisich
2. The 2019 Graphics for Social Media Webinar, Ragan Webinars; April 25; T.J. Holmes
3. Kool April Nites Main Show; Redding Civic Auditorium; April 27; Laurie Baker, Sabrina Jurisich, Julie Finck
4. Local meetings: The Redding CVB team also regularly attends the Mayor's Mountain Bike Challenge (T.J.), Downtown Collaborative (Julie), and Cultural District (Sabrina) meetings.

Shasta County Film Commission, Sports Commission, & Local Event Coordinator:

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

1. Film Shasta:
 - a. In celebration of the first theatrically released feature film that has shot 100 percent on location in Redding, Film Shasta sponsored an evening of showings, renting out three theatres at Cinemark 14 and welcomed nearly 250 cast, crew, city leaders, and local filmmakers to attend. Due to the private showing, we had a unique opportunity to address the audience with the filmmakers to share the growth of the film industry in Shasta County.
 - b. The film commissioner was invited to present to the American Association of University Women group. This group of film critics has met in Shasta County for over 20 years. Connections were made during the meeting that have already been helpful in sourcing new locations for inbound productions.
 - c. Hosted three crews that filmed in Shasta County for five days and responded to 12 location, vendor, and permit requests for upcoming projects.
 - d. The film commissioner attended AFCI Week in Los Angeles, which provided opportunity to meet with representatives from the major studios, local filmmakers, and gain current insight in the industry. Shasta County was the only California destination represented and many upcoming projects were discussed.
 - e. The following projects which had Film Shasta support were released this month:
 - Production used Spero directly for this year's campaign: <https://bit.ly/2WaGjaF>
 - Bright Ones Released: This is the first feature length film to have shot completely in Redding and to have a theatrical release: <https://bit.ly/2TkfnHr>
 - Ford Commercials filmed in January 2019:
 - Ford Escape: <https://ford.to/2vE1w1f>
 - Ford King Ranch: <https://ford.to/2GPOkLw>
 - Ford shoot stills: <https://ford.to/2GMpgVP>



2. The Redding CVB Sports:
 - a. Follow-up continued with: BassMaster, Shasta Mud Run, Dragon Boat Races, Shasta Trail Runs, Kool April Nites, Cinco de Mayo, CA Breeze Tournament, and USA Softball.
 - b. As a benefit to our long-standing relationship, the Redding CVB was offered an exclusive advertising opportunity with Sports Destination Management that includes a 4 page insert that will be mailed to their distribution list as well as featured in their booth at National Association of Sports Commissioners.



*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.

Groups, Conventions, Sports and Festivals:

In Proposal:

There are three contracts pending to bring future conferences/groups/events to Redding.

Upcoming:

1. Mayor's Mountain Bike Challenge: April 1 to May 31, 2019.
2. BASS Nationals Fishing Tournament: May 7-11, 2019; Shasta Lake anticipating 300 room nights.
3. Shasta Mud Run: May 11, 2019; expected attendance of 2,000 people.
4. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
5. Whiskeytown Draw: June 14-16; CA Soccer Park
6. CA Breeze Tournament: June 14-15, 2019; Big League Dreams, 100 room nights
7. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball. Tentative dates for this tournament are scheduled for July 23-28, 2019 – potential of 1,900 room nights.
8. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.
9. International Slow Pitch Softball (ISPS): A proposal was accepted for Big League Dreams to host the NorCal Championship Sept. 13-15, 2019. This three-day event will yield approximately 600 room nights and has the potential to become an annual event.
10. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
11. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.

12. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn – expected attendance of 500 people and 1,000 total room nights.
13. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.

Recent:

1. Kool April Nites: April 20-28, 2019: anticipating 700 out of area registered cars/guests, full report will follow in May.

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