

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

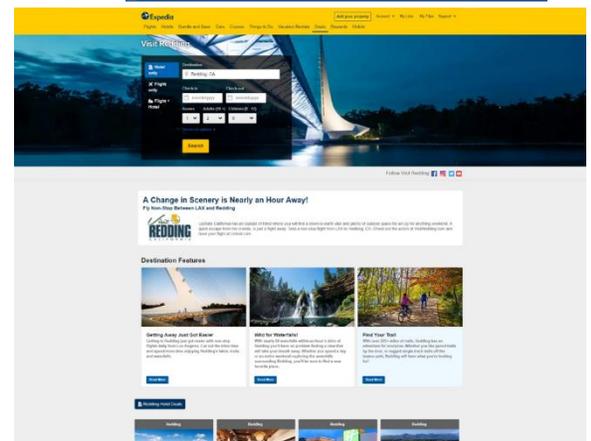
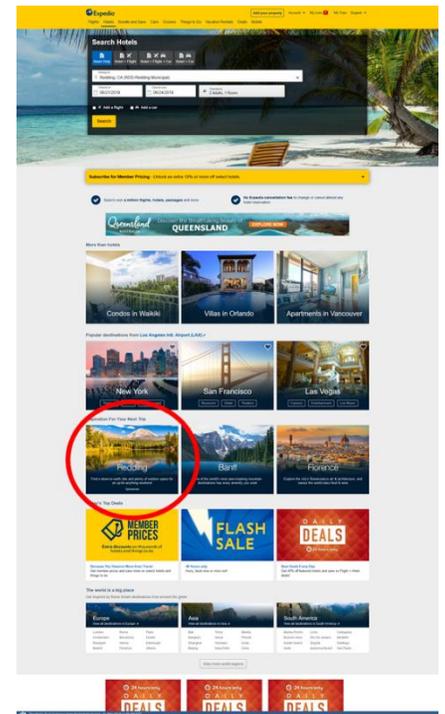
May 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in May for the City of Redding and collected from Redding lodging properties was \$567,724.20, which is a 25.6 percent increase over May of 2018. Overall, this is a fiscal year-to-date TOT increase of 34.4 percent.

Marketing and Advertising:

1. The Redding CVB promoted the Los Angeles to Redding flights through a campaign on Expedia. Redding was featured on Expedia's home page and it linked to a dedicated landing page within Expedia.com. The campaign directly led to 137 room nights booked at Redding properties through Expedia.
2. The Redding CVB ran an ad in the Hot Spot Travel section of National Geographic Traveler, which has a circulation of more than 100,000 subscribers throughout the western U.S. National Geographic Traveler has a dedicated base of readers eager and excited to learn about new travel destinations. Redding's ad also generated 362 direct requests from readers for more information on the Redding area, and generated 77 clicks from the National Geographic Traveler website to VisitRedding.com.
3. A campaign with Active NorCal, an online news site for active outdoors enthusiasts, was used to promote the new Los Angeles to Redding flight as well as bring more exposure to Redding's outdoor recreation opportunities. The campaign featured custom articles and banner ads on the active NorCal website. Redding was also featured in their NorCal Blast e-newsletters, a video on Burney Falls, and social media promotions. The articles received 4,122 impressions, and Redding's website ads received 353,564 impressions and 1,580 clicks. The two e-newsletters received 5,478 impressions and 157 clicks. The Burney Falls video received 34,530 views over Facebook, YouTube and Instagram. The social promotions reached 142,598 people and received 9,076 engagements.



Public Relations:

1. Three earned media articles were published during May as a result of the Redding CVB’s media outreach. The articles had a combined reach of 17.4 million unique monthly visitors. The Redding CVB hosted travel writer Amanda Burrill of the Epoch Times in April for an article in support of the Mayor’s Mountain Bike Challenge (MMBC). The article was a first-person narrative of the MMBC, the rising mountain bike culture in Redding and all of the other natural attractions and authentic people she encountered that made Redding the “Outdoor Haven in Northern California.” In the article, Epoch Times gave Redding multiple accolades, most notably, “The nation’s premier outdoor adventure playground” and “Redding serves as a mountain biking sanctuary.” The Redding CVB also hosted Matador Network’s Matt Meltzer for a trip in May and his article highlighted post-fire recovery at Whiskeytown, the waterfalls in the area, Lassen Volcanic National Park, mountain biking, fishing and breweries. This trip was a result from an in-person meeting at the Public Relations Society of America Travel and Tourism Conference in June 2018. The MSN article was generated from actively pitching media members and the Redding CVB’s efforts resulted in Lassen Volcanic National Park being included in a national parks article. See the articles below:



Publication	Title	Link	Reach (UMV)
Epoch Times	An Outdoor Haven in Northern California (print)	(print)	60 K
Epoch Times	An Outdoor Haven in Northern California (online)	https://bit.ly/2Wm74wR	3.52 M
MSN Lifestyle	Most popular national parks in America, #38: Lassen Volcanic National Park	https://bit.ly/2WzD7Jh	10.0 M
Matador Network	Even after the fires, Redding is California's last great undiscovered outdoors destination	https://bit.ly/2Wmyenw	3.83 M
Total			17.4 M

2. The Redding CVB wrapped up a month-long social media campaign promoting the waterfalls in the area that generated nearly 1.2 million impressions, 75,000 engagements and more than 210,000 video views across Facebook, Twitter and Instagram. The campaign featured videos, photos, blog articles and quizzes to generate engagement and exposure about seven of the most popular and easily accessible waterfalls in the area: Burney Falls, Potem Falls, Lower McCloud Falls, Middle McCloud Falls, Upper McCloud Falls, Hedge Creek Falls, and Lion Slide Falls. There was one post each day for 24 days from April 15 to May 8 and they were



followed with a seven-day paid campaign. The Potem Falls 15-second video was the most watched video and most engaged post with 74,617 video views and 16,750 engagements. The key campaign stats are below:

Impressions	1.19 million
Engagements	74,909
Video views	210,070
Blog page views on VisitRedding.com	14,649
Potem Falls video (most watched)	https://bit.ly/2ESHGEa

3. Three new articles focused on hiking were posted to the Redding CVB’s blog during May. Two of the articles were part of an agreement to bring travel writers Brian and Julie Callender of Bound To Explore to Redding with their trip featuring Lassen Volcanic National Park. The other blog was written by a guest blogger and highlighted three places where hiking could be enjoyed with families and included historical context about the area. The three blog posts had 544 organic page views on VisitRedding.com during May.

Blog Title	Link
Redding – Your Perfect Getaway For Hiking Adventures and An Outdoor Vacation	https://bit.ly/314Myj9
3 Hikes to Lose Yourself In Nature in Lassen Volcanic National Park	https://bit.ly/2Mrwq8h
Hiking to Kings Creek Falls in Lassen Volcanic National Park	https://bit.ly/2JWK554

International:

1. Laurie Baker traveled to Vancouver, British Columbia, on a Media Sales Mission escorted by Tania Kedikian, the senior account executive from Development Counsellors International (DCI), which is the same company consulting for the Redding City Identity Project. Canada, specifically British Columbia, is Redding’s top international market for inbound visitors. This Media Sales Mission was an important visit with Laurie having meetings with eight high-profile journalists, fostering relationships to generate future stories and social media posts in British Columbia with the goal of educating travelers on why they should visit Redding on their next vacation. All eight journalists/influencers agreed to travel to Redding to write stories in the next 12 months.
2. The Redding CVB and Shasta-Cascade Wonderland Association (SCWA) partnered with North Coast Tourism Council represented by Richard Strom at Visit California’s USA Travel Show in Copenhagen, Denmark. The Travel Show was attended by 250 travel agents and 50 media from Scandinavia. Scandinavian travelers have a strong desire to experience *Authentic California* which is how the Shasta-Cascade region is portrayed in Scandinavia through Visit California’s marketing efforts. Attending the USA Travel Show was in addition to the destination newsletters sent earlier this year to 7,000 travel trade and 4,000 media contacts including digital bloggers and influencers in Denmark, Sweden, Norway and Finland.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Media Sales Mission: April 30-May 2, 2019; Vancouver, B.C.; Laurie Baker
2. California Film Commission Event: May 9, 2019; Los Angeles, CA; Sabrina Jurisich
3. 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. The Film Shasta Facebook page surpassed the 4,000 "Likes" threshold in May, more than doubling the count from last May.

2. An article in the annual Locations 2019 California magazine highlighted the recent Nature Valley production, including a quote from California On Location Award finalist Weston Marsh who recognized Film Shasta as having "the gold standard for film commissioners" and stated this was his "favorite job in 20 years of scouting." Lassen was given a two-page spread as the story's featured photo and other regional highlights.



Location 2019 California – Article Cover

3. The film office responded and assisted six productions in May with permit, location, and pre-scouting support. Top locations included Lassen Volcanic National Park, Lake Shasta Caverns, Shasta Dam, and Chappie-Shasta Off-Highway Vehicle (OHV) area.
4. Four productions were hosted for a total of 11 days of filming in the following locations: Lassen, Burney, Oak Bottom in Whiskeytown National recreation Area, Whiskeytown, Shasta State Historic Park, Castle Crags State Park, Shasta Lake, Lake Shasta Caverns, the Sundial Bridge, and more. This month releases include two Visit California projects which Film Shasta provided support on with locations, permits, local crew, and local vendor referral. Links to the two projects: <https://bit.ly/2X9mmSc>; <https://bit.ly/2XbS2Go>
5. Due to ongoing follow-up from previously attended National Association of Sports Commissioners Symposium (NASC) with GWN Dragon Boat and American Junior Golf Association are securing final details to bring their events to Redding, including getting the local support needed. The Redding CVB is working with local organizations on details and logistics to determine viability of these events for Redding. At this year's NASC we partnered with Sports Destination Management to represent Redding in our absence. They discussed Redding with those at their booth, as well as delivered our custom-made brochures to every event holder at the event. Connections have already been made for potential events from this unique partnership opportunity. Locally, we are partnering with Shasta Trails Runs to promote a new Adventure

Challenge Series ,which combines Redding’s natural resources and new ways to experience and promote them. The series will feature many routes in UpState CA and we are helping support the promotion for routes including Redding.

*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. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
2. Whiskeytown Draw: June 14-16; California Soccer Park.
3. CA Breeze Tournament: June 14-15, 2019; Big League Dreams, 100 room nights.
4. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball: Tentative dates July 23-28, 2019 – potential of 1,900 room nights.
5. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.
6. International Slow Pitch Softball (ISPS): NorCal Championship Sept. 13-15, 2019 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
7. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
8. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
9. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
10. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.

Recent:

1. Mayor’s Mountain Bike Challenge: April 1 to May 31, 2019. Waiting on final report.
2. BASS Nationals Fishing Tournament: May 7-11, 2019. An optional survey of participants shows attendance from 12 states, 24 people from California and all outside of Shasta County. A total of 28 participants brought guests totaling 47 non-anglers. The survey results exceeded room night projections with 1,606 room nights of which 429 room nights were specified in seven Redding properties. The Redding CVB added 40 emails to our e-newsletter distribution list. A total of 98 of



Thomas Nokes, Tournament Winner

the respondents stated they would be partaking other sightseeing activities, including the Lake Shasta Caverns, Whiskeytown, and golfing. Eighty-eight of the respondents were visiting Redding for the first time.

3. Shasta Mud Run: May 11, 2019; expected attendance of 2,000 people. Waiting on final report.
4. Kool April Nites: April 20-28, 2019: anticipating 700 out of area registered cars/guests, waiting on final report.

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