

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

May 2020

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in May for the City of Redding and collected from Redding lodging properties for April short-term stays was \$171,536.11. This is a 69.7 percent decrease from May of 2019 and a fiscal year-to-date decrease of 19.4 percent. It is expected that some of the decrease is due to deferred TOT payments which will be paid at a later date. Adjusted projections due to COVID-19 expected TOT to decrease by 66 percent for April business and start to work its way up and continue in a positive trend towards recovery as the local economy moves through stages 2, 3 & 4 of the shutdown.

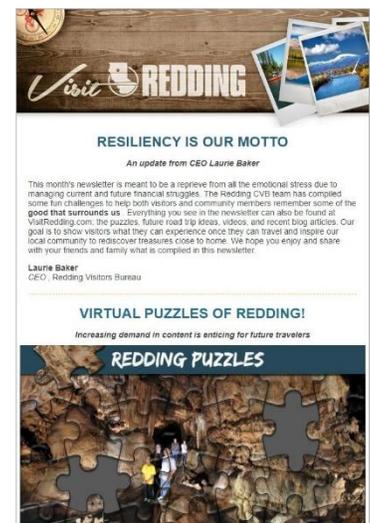
**NOTE:** The coronavirus pandemic interrupted the Redding CVB's planned marketing campaigns for April, which were halted until further notice. The team continues to work from home offices on campaigns meant as a precursor to what will be the recovery campaigns. Pandemic-related projects meant to support the community are being reported to the CEO on a daily basis.

### Marketing and Advertising:

1. The Visit Redding website had 26,511 users in May. Web traffic is bouncing back from the dip seen last month due to the coronavirus pandemic, with overall traffic up 76.74 percent from April. Traffic has also bumped up from outlying communities, with cities such as Sacramento, San Francisco, and Santa Clara all coming within the top 10 locations for traffic to the site – traffic from those locations has increased by over 70 percent from April.
2. In coordination with beginning of Phase 2 of the reopening plan, the Redding CVB is working on recovery campaigns that will go into effect once travel resumes. Design work is being completed for several long-term projects: updates to the Beer & Wine app, an e-newsletter to be released through Visit California, print and digital one-day itineraries by locals as part of the Redding City Identity Project, and graphics for a new 5-minute Redding video, which will be utilized and showcased in a variety of ways.
3. The Redding CVB answers requests for Redding brochures on a regular basis. We receive requests from a variety of sources, such as the Visit Redding website and advertisements with Via and Sunset magazines. In May, 91 specific requests of packets and brochures were assembled and shipped to consumers who showed an interest in traveling to Redding.

## **Public Relations:**

1. The Redding CVB's social media messaging was adjusted from promoting visitation to a "Plan Now, Travel Later" message due to the coronavirus pandemic. In May, the approach shifted slightly into announcing openings of state and national parks while still suggesting inspiring trip ideas for when it is safe for people to travel. The Visit Redding social media accounts of Facebook, Instagram and Twitter had 53 organic social posts in May, totaling 188,485 impressions, 15,841 engagements and gained 263 followers. The most commented Instagram post was created by the Redding CVB (*see page 1*), challenging people to plan a trip if they had to pick one activity, icon, park and restaurant on a imaginary budget.
2. A local newsletter highlighting the Redding CVB's work was distributed to business and community leaders. The newsletter including a brief letter from CEO Laurie Baker about the resiliency in Redding along with team activity such as virtual puzzles of Redding, the updated road trips page and the two major film productions which Film Shasta helped with. The newsletter was sent to 388 people, had a 36.6 percent open rate and a 20.4 percent click through rate (CTR). The most clicks were from the virtual puzzles of Redding. View the newsletter here: <https://conta.cc/2XmO9AX>
3. A paid search campaign was adjusted during the coronavirus pandemic to keep potential travelers informed about things to do in Redding for the "Plan Now, Travel Later" phase of the Redding CVB's reopening plan. The leisure campaign is designed to keep Redding top of mind for website searches during the pandemic, so they think of Redding when it comes time to travel. The campaign received 2,285 clicks, more than double the number of clicks than April, for an 8.19 percent CTR. The monthly top keyword was Shasta Lake, totaling 660 clicks and an 8.45 CTR.



## **International:**

1. The Redding CVB partnered with Shasta Cascade Wonderland Association (SCWA) in a campaign/destination portal page on TourOperatorland.com making destination information, photos, and video available to tour operators and travel trade around the world. In addition to the destination portal page the campaign included three email blasts to TourOperatorland's database of 5,000+ industry professionals. The third email blast was sent



while tour operators were sheltering-in-place for COVID-19. This was perfect timing for us to reach operators as they worked on building their destination offerings for late 2020 and 2021. There were 116 downloads (65 were from tour operators) of the portal page, photos, and itineraries. The overall campaign was very successful at bringing new leads and giving Redding exposure to a new set of operators.

**Conferences/Meetings/Conventions/Trade Shows Attended:**

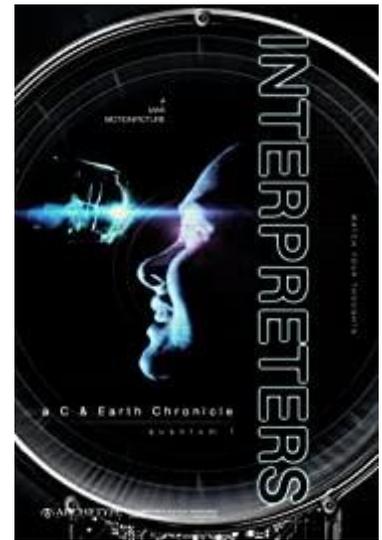
1. None, due to coronavirus pandemic.

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

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

1. Film Shasta hosted a live webinar for the film "Interpreters: a C & Earth Chronicle - quantum 1" which released on May 12, 2020. This is the first feature released by Archetype Pictures and over 90 percent of the film was shot on location in Shasta County. The panel included Director Michael Ryan, Executive Producer Tyler Vaughn Lockamy, Co-Producer Ace Marrero, and many others who worked on the film. "Interpreters" won six awards at two film festivals including Idyllwyld International Festival of Cinema (Best Feature Film, Best Screenplay Feature Film, & Best Supporting Actor) and the Kapow Intergalactic Film Festival (Best Picture, Best Director, & Best Ensemble). The film is currently distributed by Amazon, Apple, Redbox, XBox, and other video on demand (VOD) platforms. View trailer for the film here:

<https://bit.ly/2XquJv5>



2. Other Film Commission highlights for the month:
  - Film Shasta was featured in the Sonoma International Film Festival e-newsletter as part of their virtual showcase series.
  - Forty-two filmmakers were added to the email list – 14 local, 28 external.
  - Seventeen filmmaker videos were posted to the Film Shasta YouTube Channel and scheduled on the Film Shasta Facebook page to showcase our local filmmakers.
  - With Shasta County being one of the first to reopen in California following the statewide shelter-in-place order, the film commissioner continues to maintain communication with permitting agencies to verify and update productions and affiliations of application status.
  - One film scout was hosted.
  - Follow-up on 26 production inquiries for a variety of projects including feature films, commercial, TV series, a still shoot, locations, incentives, permits, and local referrals.
3. The Film Commissioner was invited to the ceremony of the first graduating class for Bethel Conservatory of the Arts where nine Film & New Media Program students graduated. The following are projects that Film Shasta helped with permits, locations, and local referrals:

- “Grow as you go” on Vimeo: <https://vimeo.com/419126886?ref=em-share>
  - “Holiday with Helga” on Vimeo: <https://vimeo.com/419128886?ref=em-share>
  - “Legacy” on Vimeo: <https://vimeo.com/419403903?ref=em-share>
4. After many years and continued follow-up with the Sports Commissioner, the FLW fishing tournament is considering returning to Shasta Lake as their location for the January 28-30, 2021 tournament. This event estimates an economic impact over \$1.2 million with four practice days and three tournament days associated with the tournament expecting 300 anglers. We are currently working with the tournament director on an RFP. Follow-up continues with United Soccer League (USL), USA Cycling, and International Slow Pitch Softball (ISPS).

\*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 replaced its digital leaderboard advertisement (*see below*) in the CalSAE weekly e-newsletter with a positive message of “Be Safe – Our Fresh Air Can Wait.” The ad reached more than 7,100 association professionals across five issues from April 15 to May 29. The ad received 15,450 total impressions, up 7,000 from April.



2. To support local businesses during the coronavirus pandemic, the Redding CVB continues to update dine-in availability, hours, and services on the restaurant section of the Visit Redding website.
3. The Redding CVB has reached out to lodging properties with articles and protocols regarding Centers for Disease Control and Prevention (CDC), Occupational Safety and Health Administration (OSHA) and other California state published guidelines available regarding safe tourism.

### **Groups, Conventions, Sports and Festivals:**

#### **In Proposal:**

1. There is one contract pending to bring a future conference/group/event to Redding.

Upcoming:

1. California Department of Health Care Services – Whole Person Care Program, Regional Meeting: June 1, 2020; Sheraton Hotel at the Sundial Bridge – estimated 30 room nights.\* – *canceled due to coronavirus.*
2. 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.*
3. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights – *rebooked from June 2020 due to coronavirus.*
4. Movies in the Park; June – August 2020; due to COVID-19 it was decided to hold off on this sponsorship until more information is available about office funding and the ability for crowds to gather. It is expected that businesses will be open, but large gatherings may still be prohibited in June/July/August.
5. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms.
6. ‘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.\*
7. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipating room nights.
8. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
9. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
10. California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.

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