

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

June 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in June for the City of Redding and collected from Redding lodging properties for May short-term stays was \$326,084.20. This is a 52.9 percent decrease over June of 2019 and concludes the 2019-20 fiscal with a 22.7 percent year-end decrease. It is expected that some of the decrease is due to deferred TOT payments from the coronavirus pandemic, lack of business due to COVID-19 all while compared to the previous year impacted by the Carr Fire.

Marketing and Advertising:

1. The Visit Redding website had 37,987 users for the month of June – a 15.7 percent increase over June of 2019. A total of 88.1 percent of June’s website visitors came from outside the Redding area. The number of pageviews increased from 102,065 in June 2019 to 131,664 in June 2020 – a 29 percent increase. We contribute the increase to the transitional pandemic strategy to capture the interest of those willing travel.
2. The Redding CVB ran a June e-newsletter with Visit California, promoting Redding’s “Pledge” for safe vacations in a post COVID-19 reality: Fresh Air, Clean Water, and Wide-Open Spaces. The newsletter was opened by 41,129 readers, 1,404 of which clicked over to the Visit Redding website. Users who clicked to the site stayed for an average of 3 minutes, 23 seconds.
3. In June, the Redding CVB ran an e-newsletter takeover with DogTrekker. The newsletter goes out to a base of 15,000 subscribers dedicated to pet-friendly travel, and the takeover includes four stories written by DogTrekker’s team of veteran dog travelers. The stories are featured on the DogTrekker website, app, and social sites. A total of 224 people clicked over from the newsletter to VisitRedding.com, 90 percent of which were new users.
4. A new itinerary promoting all the things to do in Whiskeytown National Recreation Area was posted on the Visit Redding website. The itinerary is designed to catch the viewers’ attention with dynamic photos and video of the area. View the itinerary here: <https://adobe.ly/2ZwPg13>.



Public Relations:

1. A 5-minute video of the Top 10 Attractions in the Redding area was created to fulfill contract requirements with the City of Redding. The Redding CVB conducted a survey within the community to get the local input about which attractions should be highlighted. The video displayed half of the attractions inside the Redding city limits and the other half outside. The survey was shared on the Visit Redding social media accounts and our local newsletter while other community organizations shared the survey to get as much local input and collaboration as possible. The featured attractions in the video are listed below. Lodging properties will be available to show the video in their lobbies and on the TVs in each of their rooms. The video is posted to Facebook, YouTube and Vimeo. You can watch the video here: <https://youtu.be/37Yo7rH7DQ0>.



- Sundial Bridge
 - Turtle Bay Exploration Park
 - McConnell Arboretum & Gardens
 - Sac River National Recreation Trail
 - Cascade Theatre
 - Whiskeytown National Recreation Area
 - Lake Shasta Caverns
 - Burney Falls
 - Lassen Volcanic National Park
 - Castle Crags State Park
2. A local newsletter was sent to Redding businesses and community leaders explaining the latest accomplishments and trends from the Redding CVB. The June newsletter talked about:

- The state reopening leisure travel and what's expected from a nation-wide industry study, which the Redding CVB and Shasta Cascade was part of.
- The Redding "Pledge" vowing for responsible recreation and opt-outside messaging.
- Ways the Redding CVB is planning on bringing more visitors and how VisitRedding.com plays an important role in marketing the area.



The newsletter was sent to 386 people and had a 37.9 percent open rate and a 7.6 percent click through rate (CTR).

3. Two blog articles were posted to the Visit Redding website to highlight attractions and inspire trip ideas. The blogs featured activities available and what to do when visiting Whiskeytown National Recreation Area and places to hike in the area with rewarding views. Both blogs follow our recovery phase of messaging to recreate responsibly. View the blogs at the links below:
 - An Insider's Guide to Whiskeytown National Recreation Area: <https://bit.ly/3eRWKC9>
 - 5 Hiking Adventures With Rewarding Views In & Around Redding: <https://bit.ly/2BWdARO>

Conferences/Meetings/Conventions/Trade Shows Attended:

1. None due to the 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 activity for June included the following:

- Responding to nine production requests for location, permits, crew, and local referrals;
- Hosting one scout for an upcoming feature film production;
- Updates on www.FilmShasta.com primarily focusing on adding searchable keywords to more than 300 listings. This feature will expedite searches and expand location options for productions as many locations feature more assets than just one.
- The Shasta County Film Commissioner continues to attend critical industry webinars and virtual meetings including American Associations of Film Commissioners International (AFCI), Film Liaisons in California Statewide (FLICS), Stage 32, and Location Managers Guild International (LMGI). At the FLICS board meeting, the film commissioner was re-elected as Vice President for a second term, a role which continues to elevate Shasta County’s presence in the industry and offers unique industry opportunities. Through our business partnership with LMGI, a direct mail piece is being delivered to more than 600 location managers through our affiliation with LMGI (*see right*).



2. Water Sports in and around Redding was the feature in a two-page display ad in SportsStars Magazine’s June edition. In 2019, SportsStars began moving towards a stronger digital presence which has gained readership in the midst of COVID-19. Their new #SportStarsNow App is scheduled to launch in July which will provide even more marketing opportunities and their social engagement has also increased exponentially. Another advertising partner – Sports Planning Guide – is seeing a huge jump in website traffic and we recently updated our site page, which can be found here: <https://bit.ly/2D3QUQ4> under the tab labeled site inspections. Follow-up continued with International Slow Pitch Softball, and three other 2021 events.



*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:

1. The Redding CVB has kept tempo with the reopening phases by replacing its digital leaderboard advertisement (*see below*) in the CalSAE weekly e-newsletter with positive messages, this month a spin on social distancing with “Where Physical Distance is Natural.” The ad reached more than 7,100 association professionals across four issues from May 30 to June 30 and received 21,160 total impressions, a continuing upswing of 13,719 from April.



2. In support of our local restaurants and businesses during the reopening phases of the pandemic, the Redding CVB continues to reach out and update services, hours, take-out, and now dine-in availability, on both the restaurant and attractions sections of the Visit Redding website.
3. The Redding CVB held its Executive Board of Directors election for the fiscal year 2020-2021. More than 300 Redding lodging properties were featured in the election process and enthusiastic new representation joined our seasoned properties to make up the Redding Tourism and Marketing Group’s Executive Board of Directors. Please view a list of current RTMG Board Members at www.visitredding.com/TMBIDDocs.

Groups, Conventions, Sports and Festivals:

In Proposal:

1. There are three contracts pending to bring future conference/group/events to Redding.

Upcoming:

1. International Slow Pitch Softball (ISPS): NorCal Championship at Big League Dreams, approximately 600 room nights with the potential to become an annual event. – *rescheduled due to coronavirus, new dates pending*
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
3. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms.
4. ‘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.*
5. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipated room nights.
6. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
7. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.

8. 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.*