

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

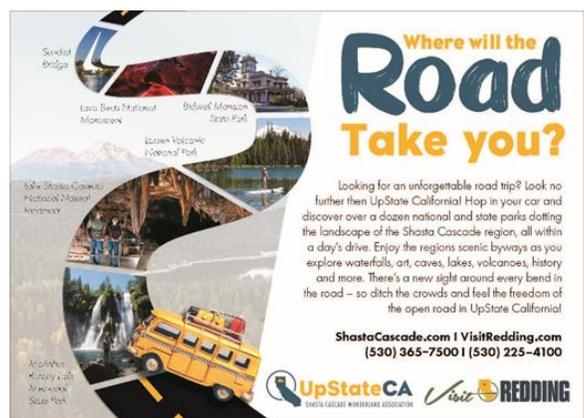
July 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in July for the City of Redding and collected from Redding lodging properties was \$443,136.51. This is a 24.8 percent decrease from July of 2019. 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 fiscal year impact from the Carr Fire. The tourism industry projected a 50 percent decrease in July 2020 for a budget figure of \$294,620; therefore, the actual TOT collected is 34 percent better than expected while in the middle of the pandemic.

Marketing and Advertising:

1. The Visit Redding website had 55,101 users for the month of July – a 52.7 percent increase over July of 2019. A total of 90.1 percent of July’s website visitors came from outside of Redding. The number of pageviews increased from 115,262 in July 2019 to 194,754 in July 2020 – a 59.7 percent increase.
2. Redding ran a digital campaign in Sacramento promoting the “Redding Pledge” – Fresh air, clean water, open spaces, and safe and responsible travel. The campaign ran throughout the month of July and received 2,051,534 impressions, and 4,804 clicks to the Redding Pledge page on VisitRedding.com.
3. The Redding CVB ran ads promoting Redding’s outdoor recreation on Hulu throughout the month of July. In addition to a huge surge in subscribers during the pandemic, Hulu viewers are 40 percent more likely to have made travel reservations online. Redding’s ads received 108,057 views, with 98.82 percent of the ads being viewed in full.
4. The Redding CVB partnered with Shasta-Cascade Wonderland Association for a half-page ad in the 2020 edition of Visit California’s Road Trips Magazine. The publication has a circulation of 1 million copies, both sent out to subscribers and distributed at California Welcome Centers statewide.



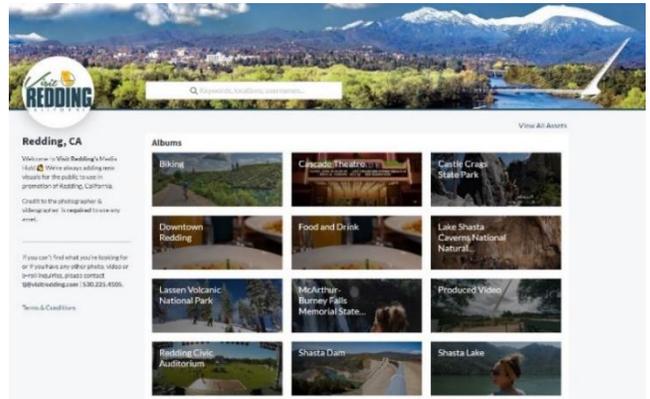
Public Relations:

- Media Outreach by the Redding CVB had a great start for the 2020-21 year.
 - Hosting Bay Area travel writer Jaslin Yu of Sing Tao Daily, the largest circulation in the Chinese community on the West Coast. Jaslin explored the Sundial Bridge, Lake Shasta Caverns, Burney Falls, Shasta Lake, the McConnell Arboretum & Botanical Gardens and several restaurants in the area. She posted about her trip on her [Weibo account](#) (popular Chinese social media platform), which has 1.6 million fans.



Publication	Article	Link	Reach (UMV)
Fox 40 Sacramento	Get Outdoors: Nearby Waterfall Hikes	https://bit.ly/3ghAKkL	920,454
MarketWatch	Top 3 Places to retire with year-round outdoor living	https://on.mktw.net/336Knz3	20,594,204
California Bicycle Coalition	Shasta Bike Depot Will Help Redding Embrace Its Potential as Bikeable City	https://bit.ly/39Sr5yV	15,030
Total			21.5 million

- The Redding CVB created a digital asset management system as a collaborative way to assist community organizations along with local, regional and national media in sharing our marketing materials. More than 100 photos and 20 produced videos are organized into 22 subject folders available to download for free. This project gives other organizations the tools they need 24/7 for earned media articles, brochures, website design, or any other marketing collateral used for the benefit of Redding. To access the library, go to <https://platform.crowdriff.com/m/redding-ca>.



Downloading images requires users to create a free account.

- A summer consumer and monthly local newsletter were distributed to a targeted audience in July. The consumer newsletter highlighted safe travel and Redding’s Pledge, the 5-minute video of Top 10 Attractions in Redding, new downtown projects of Umbrella Alley and Electric Alley, Lassen Volcanic National Park, Redding in the News and a blog article. The local newsletter highlighted the 5-minute video, the new digital asset management system described in item #2, Redding’s Pledge in collaboration with the Gold Star Program, a Famously Redding video on Whiskeytown Lake and a blog article.

- The consumer newsletter was delivered to 9,242 people interested in traveling to Redding with 1,954 opens for an open rate of 18.4 percent. A total of 113 links were clicked on for a CTR of 5.8 percent.
- The local newsletter was delivered to 392 business leaders and influential people in the Redding community. A total of 123 opened the newsletter for a 31.6 percent CTR to go with 32 clicks for a CTR of 26 percent.

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. The film commissioner responded to 14 production requests for location, permits, crew, incentive, and local referrals. Nine permits were submitted for upcoming productions, two scouts were hosted in July and four productions filmed a total of five shoot days. The Film Shasta e-newsletter was sent to 1,470 contacts with over 41 percent open rate and over 7.5 percent CTR. Industry averages are 13 percent and 5 percent, respectively. Film Shasta was featured in the most recent edition of the World of Locations magazine on page 70 and ad on page 101 <https://bit.ly/3jVUgFD>. In response to COVID-19, this marketing partner has made the publication accessible to virtual film festival attendees, multiplying the audience from the initial estimates. They are currently averaging more than 35,000 unique monthly visitors to their website and their audience is comprised of key industry decision-makers and professionals.



2. The Redding CVB is continuing to promote water sports around Redding in SportsStars Magazine and updated the messaging to match our recovery campaign phase and #RecreateResponsibly campaign. Sports Planning Guide also invited the Sports Commissioner to be featured on the “Road Trips with Dan” Facebook series and the interview can be seen here: <https://bit.ly/2XdKCVI>. Follow up continued with 14 potential events in 2021.



*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.

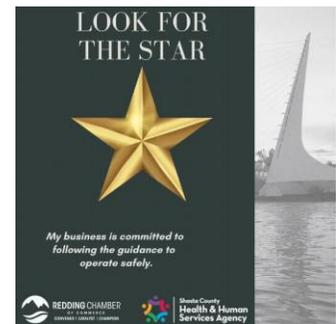
Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The Redding CVB positive messaging campaign with California Society of Association Executives (CalSAE) has continued to gain traction within its business community through our e-newsletter leaderboard advertisement (*see below*). This advertisement reached more than 7,100 association professionals per week and from the start of this campaign generated 27,650 impressions.



2. In support of our local restaurants and businesses during the safe reopening phases of the pandemic, the Redding CVB continues to reach out and update services, hours, curbside pickup, take-out, no contact delivery and now patio dining availability within the restaurant and attractions sections of our Visit Redding website. In addition, the Redding CVB is supporting our local lodging properties by providing a comprehensive handout for guest distribution listing restaurant services available throughout the Redding area.
3. This month, the Redding CVB amplified the efforts of the **Roadmap to Recovery: Reopening Safely and “Look for the Star”** (*ShastaReady.org*) collaboration between the Redding Chamber of Commerce and the Shasta County Department of Health and Human Services – Gold Star program. This self-certification allows businesses and lodging properties to display the Gold Star standard of compliance, representing implemented in-house cleanliness protocols, state mandates and CDC guidelines for social distancing during COVID-19. Additionally, *The Redding Pledge*, a comprehensive Redding CVB digital marketing campaign is featuring these certified businesses, lodging properties, restaurants, and attractions on the Redding Pledge webpage. The webpage can be found at www.visitredding.com/redding-pledge.



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 rescheduling to 2021 due to coronavirus – approximately 600 room nights with the potential to become an annual event.

2. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms.
3. ‘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.*
4. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipated room nights.
5. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 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.*