

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

July 2019

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in July for the City of Redding and collected from Redding lodging properties was \$589,237.98, which is a 12.3 percent increase over July of 2018.

### Marketing and Advertising:

1. Weekend Sherpa's fun writing style and exciting call-to-action to its audience of dedicated outdoor adventurers is why the Redding CVB organized a sponsored story with the online outlet in July promoting unique water recreation in Redding – such as the swimming holes at Lower McCloud Falls, Potem Falls and the natural waterslide at Little Backbone Creek. The story had 12,019 views on the Weekend Sherpa website, with an average of 3 minutes, 15 seconds spent on the page. From there, 666 users clicked over to the Visit Redding website, who viewed an average of 2.40 pages on the site and stayed on VisitRedding.com for an average time of 1:33. The link to the advertorial: <https://bit.ly/2Ygubdn>.
2. To attract a different audience and demographic, the Redding CVB placed a two-page ad with an additional two pages of advertorial in the Summer/Fall edition of Food & Travel Magazine promoting Redding's outdoor recreation and local restaurants. Food & Travel magazine has a circulation of 110,000 and goes out to an audience of dedicated travelers – 50 percent of its readers have taken a vacation within the past year. Most all the Redding print campaigns are packaged with digital and social media distribution. The same package was negotiated with Food & Travel Magazine, Redding's content will be featured on the Food & Travel website and social media channels where the website receives 270,000 monthly visitors and its social channels generates 360,000 impressions.
3. The Redding CVB team added a new itineraries page to the Visit Redding website showcasing trip ideas in the Redding area. While itineraries have been featured on the Redding site previously, the new page gathers them all in one place for easy access, so visitors have one stop for all of their trip idea needs. The page utilizes a new tool for the site in order to display the itineraries in a way that is dynamic and engaging. This allows the Redding CVB to highlight photos and videos of the itinerary's attractions, showing off the highlights of these areas to their fullest extent. Each itinerary features



a printable version to make it easy for the interested traveler to use it on the road. See the new page here: <https://www.visitredding.com/itineraries>

**Public Relations:**

1. Media Outreach continued in July with the Redding CVB:

- Assisting in three earned media articles reaching 5.46 million unique monthly visitors (UMV). The articles are below in the table.

Publication	Article	Link	Reach (UMV)
Men’s Journal	50 Weekend Trip Ideas for an Unforgettable Summer Vacation	<a href="https://bit.ly/2yqV8LZ">https://bit.ly/2yqV8LZ</a>	3,466,849
ShermansTravel	12 Regional Water Parks with Tickets Under \$30	<a href="https://bit.ly/2Kl6PcL">https://bit.ly/2Kl6PcL</a>	1,988,349
SoCal Fun Family	Visit Redding: A family getaway worth every second	<a href="https://bit.ly/2YtqMXW">https://bit.ly/2YtqMXW</a>	6,000
<b>Total</b>			<b>5.46 million</b>

- Partnering with Visit California to host active and outdoors influencer Ryan Robinson. Robinson posted twice on Instagram from Middle McCloud Falls and had one Instagram story from his trip. His posts garnered 12,627 social engagements and 239,412 impressions. Links to posts are below:

- Instagram posts: <https://bit.ly/2Zo4WSH>, <https://bit.ly/2OxZlbL>
- Instagram story: <https://bit.ly/2GEThI9>



- Hosting family blogger and influencer April Aleman of SoCal Fun Family to meet a targeted demographic in a geographic region, which also supported the LAX to Redding flight. SoCal Fun Family posted seven times to its social media accounts, 20 Instagram stories, one blog post and supplied the Redding CVB with the rights to 17 photos for marketing purposes. Overall the posts totaled 20,020 impressions, 361 comments. Read the article here: <https://bit.ly/2YtqMXW>

2. The Redding CVB wrapped up a month-long social media campaign on Facebook, Instagram and YouTube which focused on things to do in the summer in Redding. Activities included biking, waterfalls, water activities and attractions such as Lake Shasta Caverns, Lassen Volcanic National Park, and Turtle Bay Exploration Park. The campaign collected 129,391 impressions with a 2.51 percent click-through-rate (CTR), generating 2,796 engagements. The YouTube campaign highlighted outdoor adventure in Redding and racked up 19,380 video views with 37.99 percent viewing the full duration of the video.



- To reach general leisure travelers and inspire vacation ideas, the Redding CVB posted three new articles to its blog. The Visit Redding website saw an increase in pet-friendly search volume and traffic over the past quarter, allowing us to generate one article on traveling with animals. The other two articles featured affordable activities to do in Redding and the surrounding area and the final one highlighted summer activities to do on the water. The dog-friendly article had the most views of the three and had a 71 percent scroll depth for the month. You can see the articles below:

Name of the Blog	Link
The 8 Best Dog-Friendly Trails Near Redding	<a href="https://bit.ly/2Yckz38">https://bit.ly/2Yckz38</a>
10 Things To Do for \$10 or Less When Visiting Redding	<a href="https://bit.ly/2GEuHXI">https://bit.ly/2GEuHXI</a>
10 Lakes, Rivers, Pools, and Swimming Holes Where You Can Cool Off in Redding	<a href="https://bit.ly/2Mr1mnc">https://bit.ly/2Mr1mnc</a>

**International:**

- Laurie Baker attended Visit California’s United Kingdom & Ireland Sales & Media Mission July 14-19. The goal of the Sales & Media Mission was to develop new relationships with trade and media in the UK and Ireland and to meet with existing contacts strengthening partnerships. The mission provided media workshops and informal face time with media influencers. This was a great opportunity to showcase Redding as the hub city of UpStateCA and to sell the destination as “authentic California” for travelers wanting to explore beyond the gateway cities and crowds of people.
- As a result of the International Pow Wow (IPW) Post familiarization tour (FAM) visiting Redding and the Shasta Cascade region of UpStateCA in June, Mariana Mijares – a freelance writer – wrote an article for the July-August edition of Esquire Magazine in Latin America. Mariana’s article is titled, *Un Road Trip por el Norte de California*.



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

- Destination Marketing Association of the West CEO Forum: July 29-31; Pismo Beach, CA; Laurie Baker
- Visit California UK & Ireland Sales & Media Mission: July 14-19; United Kingdom & Ireland; Laurie Baker

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

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

- The Film Commissioner hosted a two-day film FAM tour (*see right*) with three active and well-known location professionals to acquaint them with our region. Following their trip, a shining endorsement of their experience, location photos, and the support Shasta County has for filmmakers was shared in the Los Angeles-based location scout group with hundreds of other



active scouts. One scout is anticipating returning for the next season of their show to film in a couple of the locations.

2. The film office responded and assisted 11 production inquiries with permit, location, casting, prop, crew referrals, and pre-scouting support. The Filming in Shasta County booklet was finalized and printed which will be used at upcoming tradeshows and future production visits. In addition, the Film Commissioner was nominated and voted in as the new Vice President for Film Liaisons in California Statewide (FLICS). Projects released include:
  - Bethel Music – <https://bit.ly/2yrCROB>
  - Homestead Rescue Season 5, Episode 1 – <https://bit.ly/2KfU6bd> (preview), <https://bit.ly/2Ytyjlu> (episode)
3. The USA Softball tournament surpassed all expectations with a final count of 53 teams registered, all from outside of the area. The tournament initially secured for a 14-and-under (14U) event, added a 16U and 18U division. These additions increased capacity at Big League Dreams, forcing the tournament to add a day of bracket play and an additional field for play at Simpson University. This was the largest tournament ever held at Big League Dreams in Redding. The Redding CVB sponsored the coaches/managers luncheon and covered travel and speaking costs of two-time gold medal Olympian Sheila Douty to be the master of ceremonies. The tournament's regional director, who the sports commissioner initially met with at National Association of Sports Commissioners (NASC) in 2017, has already invited Redding to bid on the 2022 event to bring the tournament back to the area. The tournament brought the community together because so many volunteers were needed. The Redding CVB office helped with those volunteer spots.

\*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 four contracts pending to bring future conferences/groups/events to Redding.

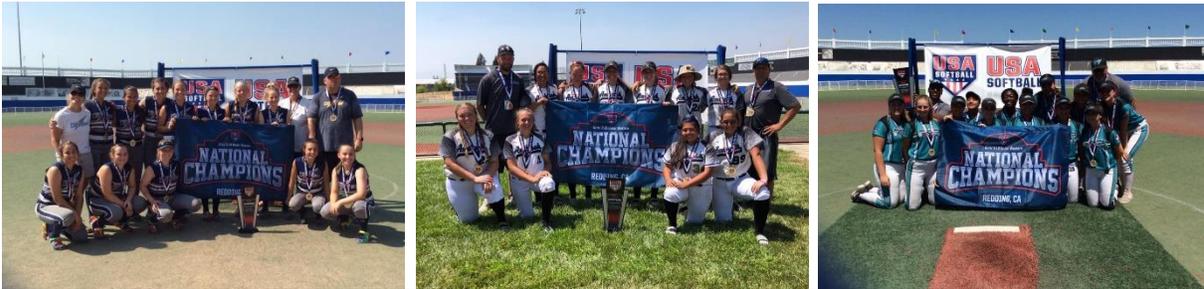
#### **Upcoming:**

1. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.
2. 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.
3. Redding Roots Festival: Oct 18-19, 2019; Downtown Redding.
4. Annual Rotary District Conference: May 2020 – approximately 400 attendees.\*
5. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.

6. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
7. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
8. National Caves Association Annual Conference: 2020; estimated room nights is unknown.

Recent:

1. USA Softball 2019 Western National Championships for girls fastpitch U14, U16 & U18 B divisions for softball: July 23-28, 2019 – awaiting results from survey to determine room nights. Anticipating more than 3,000 room nights.



Left to Right: Lightning Champions 14U; Ambush Champions 16U; Murrieta Champions 18U

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