

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

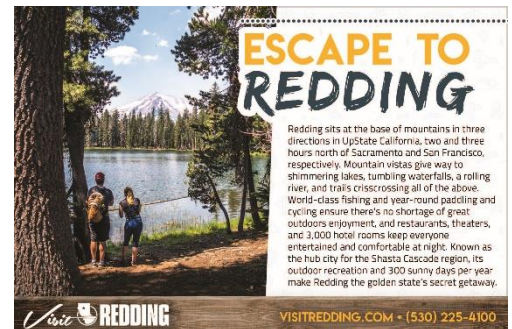
September 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in September for the City of Redding and collected from Redding lodging properties was \$638,639.93, which is a 11.3 percent decrease over September of 2018. This is an expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing September of 2019 to September of 2017, TOT had an increase of 11.1 percent, which is respectable over a two-year time period. Overall, this is a fiscal-year-to-date TOT increase of 3.22 percent.

Marketing and Advertising:

1. The Top Sights page on VisitRedding.com was restructured to tie in with the recent “Famously Redding” social media campaign. The new Famously Redding videos promoting Redding’s icons are now featured front and center on the page. Since the change, average time on page has increased by 13 percent.
2. The Redding CVB ran a half-page ad and half-page advertorial in the ‘Discover’ section of the fall edition of Via Magazine. The ‘Discover’ section is distributed to 500,000 subscribers in Sacramento and the Bay Area with a dedicated interest in travel.
3. The Redding CVB ran an ad in the October edition of Sunset Magazine. Sunset Magazine has a circulation of 1 million issues, with an average of three readers per issue from California, Oregon, Nevada, Washington, and Idaho – perfect for attracting Redding’s core drive market.
4. Redding commercials ran on Comcast in the Bay Area both on traditional and digital streaming television. A total of 1,019 traditional commercials were aired. The digital commercials were viewed 80,066 times, with 90 percent of viewers choosing to watch the entire commercial.
5. Redding Visitor Guides and Trails Maps are placed in brochure racks throughout California, Oregon, and Washington. In September, 6,000 brochures were shipped out to brochure racks in Portland and Grants Pass, Oregon.



Via Magazine

6. VisitRedding.com had 27,535 unique users for the month of September. This is a 22.3 percent increase in visitors from September of 2018. A total of 80.1 percent of September’s website visitors came from outside the Redding area.
7. New 5x7 room cards were produced for use in local lodging properties reminding visitors of some of Redding’s top attractions as well as useful travel tips.
8. During September, the Redding CVB sent out 450 packages of information on the Redding area at the request of interested travelers.
9. The Redding CVB ran banner ads throughout TripAdvisor specifically targeted towards people interested in outdoor travel. Throughout the month of September Redding’s ads had 177,871 impressions and 795 clicks.



Lodging Property Room Cards

Public Relations:

1. Media outreach continued in September with the Redding CVB:
 - Assisting in three earned media articles, reaching 11.67 million unique monthly visitors (UMV). The articles can be viewed in the table below:

Publication	Article	Link	Reach (UMV)
Thrillist	16 Perfect Road Trips When you Need to Get Out of San Francisco	https://bit.ly/2oecZE5	11,511,314
California Fall Color	Fall Events: Shasta Cascade	https://bit.ly/2p9DECz	44,015
Canadian Running Magazine	Shasta Cascade, California: Marathon Mecca	Print	113,500
Total			11.67 million

- Hosting travel writer Miles Howard from Southwest Magazine for a media visit. Howard’s itinerary featured outdoor activities such as hiking, waterfalls and kayaking, mixed with arts and culture activities such as seeing the North State Symphony at the Cascade Theatre, Turtle Bay Exploration Park, and meeting with McConnell Foundation’s Rachel Hatch to discuss the downtown projects and the future of Redding.
2. The Redding CVB finished a “Famously Redding icons” video series, highlighting nine attractions to let visitors know about historical places of interest and ways to enjoy the outdoors. Each of the videos were promoted on the Visit Redding social media channels of Facebook, Instagram, YouTube and Vimeo. It concluded with a blog on the Visit Redding website titled “Make Sure to Explore these 9 Famously Redding Icons on Your Trip to Redding.” The campaign generated



101,451 impressions, 42,298 video views and 37,186 engagements. The most popular video was of Shasta Dam. You can watch the videos at the links below:

- Sundial Bridge – <https://bit.ly/2oen2ZP>
- Turtle Bay – <https://bit.ly/2nADIL7>
- Shasta Dam – <https://bit.ly/2nASP7h>
- Shasta Lake – <https://bit.ly/2p3sMG8>
- Shasta State Historic Park – <https://bit.ly/2p0wX5x>
- Sacramento River Trail – <https://bit.ly/2nqXl8x>
- Lake Shasta Caverns – <https://bit.ly/2okQs8u>
- Whiskeytown – <https://bit.ly/2p3u97K>
- Mountain Bike Trails – <https://bit.ly/2mNkeCE>

3. The Visit Redding blog page had two new posts in September to showcase activities and attractions in the Redding area. The Redding Adventure Challenge was an activity map for the Redding CVB to suggest activities for people to do. The other blog was to highlight the nine Famously Redding icons in a video format. Links to the articles are below:
 - Make Sure to Explore These 9 Famously Redding Icons on Your Trip To Redding – <https://bit.ly/2mLjHBd>
 - Take the Redding Adventure Challenge – <https://bit.ly/2p9VNjF>
4. A local newsletter was distributed in September to people in the community to let them know about the latest updates from the Redding CVB. The topics included the visitor’s desk moving to downtown, the “72 Hours in Redding” marketing campaign and reminding people to use the Redding Municipal Airport and fly out of Redding. The newsletter was sent to 331 people and had a 52.7 percent open rate and a 9.2 percent click-through-rate.
5. A paid Search Engine Marketing (SEM) campaign had a 19 percent increase in clicks from August to September. The campaign served 69,981 impressions, totaling 4,899 clicks for a 7 percent CTR last month. The keyword that generated the most clicks for the month was “things to do in Redding.”

International:

1. Influencers Zanna van Dijk and Healthy Chef Steph Elswood were hosted in partnership with Visit California. Steph has 232K followers and Zanna has 287K followers who like to travel for food and the outdoors. Follow their Instagram accounts below:
 - <https://www.instagram.com/zannavandijk/>
 - <https://www.instagram.com/stephelswood/>

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Cal Travel Annual Conference: Sept. 10-12, 2019; Los Angeles, CA; Laurie Baker.
2. Visit California Destination Stewardship Meeting: Sept. 13, 2019; Los Angeles, CA; Laurie Baker.



3. Visit California Leadership Commission: Sept. 16, 2019; Sacramento, CA; Laurie Baker.
4. California On Location Awards: Judges Luncheon: Sept. 19, 2019; Los Angeles, CA; Sabrina Jurisich.
5. Film Liaisons in California Statewide (FLICS) Board Meeting; Sept. 20, 2019; Long Beach, CA; Sabrina Jurisich.
6. Location Managers Guild International (LMGI) Awards Show; Sept. 21, 2019; Santa Monica, CA; Sabrina Jurisich.

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 completed the following tasks in August:

- Hosted five film crews for a total of seven film days.
- Responded and assisted 11 productions with permit, location, casting, crew referrals, and pre-scouting support.
- Added three new vendors to FilmShasta.com.
- Hosted another sold out local filmmaker event that featured Los Angeles-based award-winning director producer Cindy Baer. Cindy shared highlights of her experience on crowd sourcing, production, and distribution. These topics are key to success for filmmakers.
- During the Film Commissioners trip to Los Angeles, meetings were scheduled with various production companies to share Shasta County as a film-friendly destination.



FLICS Board Meeting, Long Beach

2. The Sports Commissioner continued efforts on the following events: Dragon Boat Races, 32nd Annual Lemurian Classic, NorCal Mountain Bike Races, Kayak Bass Fishing, Never Forgotten Games, and International Slow Pitch Softball.

*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:

Upcoming:

1. Indigenous Peoples' Day: Oct. 12, 2019: Cascade Theatre.
2. 32nd annual Lemurian Classic: Oct. 12-13, 2019: Swasey Recreation Area.
3. Redding Roots Revival Festival: Oct. 18-19, 2019; Downtown Redding.
4. WorkAbility: Oct. 24-25, 2019; Holiday Inn, 90 attendees.

5. Dragon Boat Races: May 2020; Whiskeytown National Recreation Area.
6. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
7. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
8. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
9. International Slow Pitch Softball (ISPS): NorCal Championship Spring 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
10. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
11. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 120 attendees.

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