

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

July 2018

Tracking TOT

Lodging property revenue reported in July was \$5,246,300 which is the actual lodging business revenue for June, generating \$524,630 for the City of Redding. This is a 12.6 percent increase over July of 2017.

Turtle Bay Numbers

Turtle Bay Visitor Desk – year-to-year comparison for Visitor Statistics:

	July – 2017		July – 2018
Directions	58		72
RV Info	6		4
Hotel Info	7		24
Marina/Camping	19		17
Food	32		24
Shopping	17		10
Activities/Maps	358		549
Total Visitor Requests	497		700

Marketing and Advertising:

1. Redding did a summer campaign with iHeart Radio in the Bay Area promoting Redding's fantastic water recreation. Redding's commercials ran on all five of iHeart's stations, each of which are ranked in the top 10 for adults ages 25-54 in the San Francisco market. The campaign ran through June and early July with a total of 344 radio spots. Additionally, digital banners ran on the iHeart Radio website, receiving 1,261 clicks to the Visit Redding website.
2. Redding ran a full-page ad in the July/August issue of Via Magazine in the Oregon and Idaho edition. Via OR reaches a circulation of 460,000 AAA members with a dedicated interest in travel. The RCVB received 37 direct contacts to date from Via readers who requested more information on the Redding area after seeing the ad.



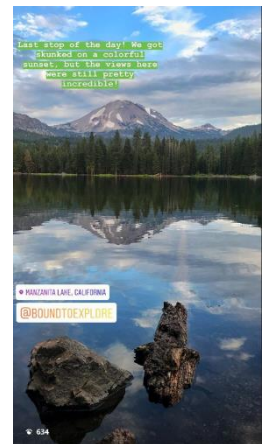
- Redding sponsored the June Sunset Outdoor e-Newsletter. Redding’s banners were featured throughout the newsletter, which received 85,822 impressions.

Public Relations:

- The RCVB assisted the media in five articles in the table below in July, collectively reaching 3.4 million unique monthly visitors. We acquired a new media monitoring software and refined search terms to track Redding and Shasta Cascade attractions, things to do, events and news. From July 1-23 (before the start of the Carr Fire), those categories had a potential reach of 121 million with an ad value equivalency (AVE) of \$1.16 million. The AVE places a monetary value on media coverage. From July 24-31, the potential reach was 4.4 billion with \$39.7 million in AVE and 94.9 percent of the mentions resulted in a negative sentiment due to the Carr Fire and not tourism efforts. The tracking software has artificial intelligence to read each article and give insight on how coverage is broken down between a positive, neutral and negative sentiment for a brand, product or event topic.

Publication	Article	Reach
Budget Travel	9 Gorgeous Things To See in Shasta Cascade, California	1.46 M
Bicycling Magazine	11 Great Bike Paths That Are Begging For a Road Trip	1.54 M
Cheapism	23 Magical Waterfalls Where You Can Go Fr a Swim	118 K
Visit California Blog	Shasta Cascade Family Travel Tips From No Back Home	200 K
Record Searchlight	Carr Fire damage forces Whiskeytown to close for the summer	71 K
TOTAL		3.4 M UMV

- To promote Redding through third-party publications, Redding hosted two travel writers in July and booked two others. Communication started with Travel writer Sheryl Nance-Nash of Orbitz (24 million UMV) in January and she visited for a destination overview article. Influencer/blogger Brian and Julie Callender of Bound To Explore visited to highlight trips to Lassen, the waterfall loop, Castle Lake and Heart Lake hikes. They also did an [Instagram takeover](#) of the Visit Redding account, collecting 18,825 views on its 27 posts. All further content has been postponed due to the Carr Fire. The RCVB also booked Colleen Stinchcombe, a freelancer for Brit + Co. (6.7 million UMV) for an August visit and Alex Robinson of Thrillist (11.5 million UMV) for a September visit.



- Three new articles were posted to the Visit Redding blog. Each blog post includes multiple visual assets and information about experiences unique to Redding. The blog [Explore Waterfalls In Every Direction From Redding](#) reaches the millennial demographic about hiking and exploring waterfalls, which is one of Visit Redding’s most engaged topics in the leisure market. The blog [Armando’s Gallery House – A Redding Dining Experience Like No Other](#) highlights an original Redding restaurant within the Redding Cultural District, reaching each targeted demographic of

millennials, families and baby boomers. More soft adventure geared toward millennials and families was highlighted with the blog [Hiking Castle Lake Offers Inspiring Views](#).

International:

1. The RCVB contracted with Black Diamond to represent Redding and UpStateCA in the United Kingdom (UK). A plan was created to position Redding with the airport gateways of Portland, Ore., Sacramento, San Francisco, Oakland and San Jose. Black Diamond will work on program development in the UK and represent Redding across the country to the key operators who would be interested in selling outdoor recreation. It will create an agent training program to use with the travel agents for these operators and they will work with the major airlines such as British Airways to get them to drive our message into their marketing content since they offer flights from the UK to our gateway cities. They will also work toward placing our region in the online offering of British Holidays, one of the largest Foreign Individual Travel (FIT) operators in the UK. Getting local UK people to place Redding into the programs being sold by UK travel agents will bring more UK business to Redding in about 12 to 24 months from now. We plan to see business start to pick-up around August 2019.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. None.

Local Collaborative Events:

1. Shasta County Mini Maker Faire: Sept. 15, 2018, Shasta District Fairgrounds;
2. Manhattan Short Film Festival: Sept. 28, 2018; Cascade Theatre;
3. Redd Sun Festival; Sept. 29-30, 2018; Redding Civic Auditorium;
4. Firereel Film Festival: October 2018; Cascade Theatre;
5. Shasta Trail Runs: Oct. 13, 2018**; Sacramento River Trail Race;
6. CASA Superhero Run: Nov. 4, 2018, Redding Civic Auditorium;
7. Shasta Trail Runs: Nov. 10, 2018** Two Peaks; Whiskeytown National Recreation Area;
8. Classic Film Series; Spring 2019, Cascade Theatre;
9. Never Forgotten Games, May 2019, TBD;
10. Shasta Mud Run; May 11, 2019, Ross Ranch.

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 three new production requests and added eight new vendors to Film Shasta's website. This month, we hosted a seven-day scout for an August reality TV show for a cable network; a production that will yield an estimated 240 room nights. The

production is participating in the local incentive program and will be utilizing local crew and catering.

2. Through continued follow-up and cultivation of new partnerships, the Bass Master Fishing Tournament has committed to returning in 2019. Additional follow up with emerging leads include: American Junior Golf Association; Baseball Players Association; National Softball Association; Cowart Sports; Flag Football World Championship Tour; GWN Events**; International Canoe Federation**; International Senior Softball Association; North American Lacrosse; Professional Disc Golf Association; TYR Pro Swim Series; Pro Watercross**; Santa Hustle; Showstopper; USA Track & Field**; Jr. Prep Sports CA. These events have already determined sites for this year; however, we have been invited to follow up during their next bid cycle: Can Am Police Fire Games Federation; SCRIPPS; USMS National Championship. The RCVB continues to work with local organizations on details and logistics to determine viability of bringing events to Redding.

*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. July was spent on negotiating contracts for the 2018-19 fiscal year, planning a special August campaign targeting meeting planners, and conversations with 20 qualified leads to plan for future group trips. Of these follow-up conversations, seven meeting planners and three tour operators showed interest in continued conversations to schedule site visits for the 2018-19 fiscal year. Of those 10 interested contacts, one meeting planner secured a site visit for September and two others have agreed to set dates which are yet to be determined. Site visits are essential to creating the necessary interest needed to book meetings or bus tours to Redding.
2. After months of communication and planning, Redding now has its own stand-alone city guide profile on Cvent, a major online website and software utilized by 25,000 global meeting planners. Previously, it was listed under the Chico and Eureka Metro Area and did not its own city guide. Meeting planners use this system to send out requests for proposals (RFP's) for meetings, conferences and events. Redding having its own city guide creates an opportunity to list hotels, venues and attractions exclusive to Redding and the immediate surrounding area. The RCVB will closely monitor the city profile to make sure the information is always up-to-date to increase exposure, resulting in more RFP's for meeting planners.

Groups, Conventions, Sports and Festivals:

In proposal:

1. California Trails Conference: 2020 & 2021, for 445 room nights. (This proposal was lost due to wanting all 250 attendees in one property).

2. United Post Master and Managers Convention: April 2019, for an estimated 200 room nights. (Redding lost convention to Sonoma due to travel restrictions of airport)
3. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
4. Amateur Sports Alliance of North America: Big League Dreams and the California Soccer Park are being considered for this event, which anticipates between 500 and 750 room nights.
5. Fishing League Worldwide (FLW): Shasta Lake is being considered for the 2020 annual tournament. This three-day event has an average of 356 anglers. The last time FLW was in Redding was in 2016 because the tournament rotates between various locations.
6. Fishers of Men: Legacy Series Championships fishing tournament in 2018 or 2019. There is also the possibility of the 2019 Team Series National Championship at Shasta Lake depending on whether or not the RCVB can find a local coordinator. These are multi-day events that average between 147 and 460 room nights.
7. Fundracer Events: Great Inflatable Race. The event organizer is submitting an application for use of Enterprise Park in spring of 2019.
8. International Slow Pitch Softball (ISPS): Big League Dreams is being considered for the NorCal and State Championship site for 2019. This three-day event would yield approximately 600 room nights and has the potential to become an annual event.
9. NorCal High School Cycling League**: Mountain Biking Race in 2019. Event organizer is considering Whiskeytown for this event.
10. Quick 6: This lead was generated through one of our marketing partners and a proposal has been submitted in partnership with California Soccer Park for a regional tournament in March of 2019.
11. National Flag Football: This lead was generated through NASC, a proposal has been submitted in partnership with California Soccer Park for a 2019 event.
12. Women's Flat Track Derby Association: This lead was generated through our affiliation with NASC and a proposal has been submitted for a September 2019 event at Big League Dreams.
13. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
14. USA Cycling: Mt. Shasta Ski Park is being considered for a 2019 event, anticipating at least 5,000 room nights.

Upcoming:

1. California State Association of Counties Training Institute for Excellence in County Government: January through October 2018 (one day trainings every month for 50 attendees); Best Western Plus Hilltop/CR Gibbs – estimated 100 total room nights.
2. Joy Holiday Tour Bus – multiple trips from May to October 2018 – No reported room nights yet.

3. Making Memories Tours: Aug. 21, 2018; Red Lion – 27 room nights.
4. Lions Council of Governors Annual Conference: Aug. 1-3, 2018; Red Lion – estimated 160 room nights. CANCELLED DUE TO FIRE**
5. Good Times Travel Tour Company: September 2018; Hampton Inn & Suites – 64 room nights.
6. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights.
7. Wild West Bass Tournament: Jan. 11-13 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
8. BASS Nationals Fishing Tournament: May 4-11, 2019, Shasta Lake anticipating 300 room nights.
9. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball. Tentative dates for this tournament are scheduled for July 23-28, 2019, with a potential of 1,900 room nights.
10. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
11. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, with an expected attendance of 500 people, and the possibility of more than 1,000 total room nights.

Recent:

1. The RCVB annually works with the Kool April Nites team and the 2018 planning team consisted of 11 volunteers. The event had more than 400 volunteers to work the largest annual tourism event for Redding. Registration included 1,886 cars with 48 percent of the owners from out of town. Presale tickets totaled 520 and day-of ticket sales were 3,035. Their efforts led to a reinvestment in our community of \$54,250 in 2018.

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

***These events may be impacted by the CARR fire*