

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

August 2018

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in August for the City of Redding and collected from Redding lodging properties was \$601,466.67, which is an 11 percent increase over August of 2017. Overall, this is a fiscal year-to-date TOT increase of 11.8 percent.

Turtle Bay Numbers

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

	August – 2017		August – 2018
Directions	65		19
RV Info	11		9
Hotel Info	8		6
Marina/Camping	35		24
Food	43		15
Shopping	19		4
Activities/Maps	382		166
Total Visitor Requests	563		243

Marketing and Advertising:

1. Sunset Magazine’s Northern California and Pacific Northwest editions target a solid drive market for Redding and has a circulation of 486,000. The ad for the August issue featured waterfalls in the Redding area and the ad deadline was in May, well before the Carr Fire in July. It still ran and encouraged 162 people to request more information about Redding.
2. Via magazine is distributed to travel-savvy AAA members throughout Northern California, Nevada, Utah, Montana, Wyoming and Alaska, and has a circulation of 2.7 million – approximately half of which are from the Bay Area; a perfect drive market for potential Redding visitors. The half-page Fall issue of AAA’s Via magazine (see right) promoted Redding’s phenomenal trails system. Like Sunset Magazine, the ad deadline was before the Carr Fire started, which prevented the option to change to another message.



- As part of the Redding CVB's support of the Redd Sun Festival, a billboard promoting the Festival was placed near Mountain Gate on southbound Interstate-5. This billboard along with one at Granzella's were the first phase of support. The second phase will launch and be reported in September as requested by the Redding Civic Auditorium.



Public Relations:

- The Carr Fire shifted the RCVB's public relations strategy from pitching Redding to media to generate tourism to a crisis management plan. The action plan began by thanking, celebrating and honoring the first responders, the community and the tourism industry efforts. Phase 2 was a transition-phase to show potential tourists all the places they can experience in Redding and the surrounding area. The third phase of the action plan is being launched in September as air quality continues to improved.

The first phase took place during the active fire and included the following actions:

- Temporary pause of standard social media messaging and advertising campaigns;
- Communication to partners about directing media inquiries to RCVB and to not engage in speculation or hyperbole;
- Carr Fire Update button/link on Visit Redding's home page, providing multiple updates on the fire and information resources;
- Daily [media statements](#) established for consistent, accurate, up-to-date information;
- Proactive outreach to national news outlets including ABC, CBS, CNN, Fox, NBC, CNBC, Associated Press, Reuters, New York Times, and USA Today encouraging accurate reporting to Redding's status, and mitigating inaccurate reporting that could potentially have a negative impact on the people of the region;
- Story written by the RCVB for the Redding Record Searchlight on community efforts, which allowed us to show the spirit of the people of Redding and control the message.

The second phase took place as fire containment progressed:

- Press release proactively sent to media highlighting gratitude messaging and major attraction/downtown Redding is "open for business;"
- Offering Laurie Baker as interview spokesperson to discuss current status of the destination and community efforts;



MEDIA UPDATE: CARR WILDFIRE INFORMATION

Redding, CA, August 6, 2018 – As firefighters continue to make strides against the Carr wildfire, the Redding Convention & Visitors Bureau and the Shasta-Cascade Wonderland Association (SCWA) applaud the amazing efforts of first responders, as well as those of the Shasta County community.

The Redding hospitality industry continues to be actively engaged in serving the community and those directly impacted by the fire. Lodging properties, which have hosted firefighters and evacuees alike, are open for business as are retailers and restaurants in the area.

Interstate 5, which provides automobile access to Redding, is open as are major attractions such as McArthur-Burney Falls Memorial State Park, the museum at Turtle Bay Exploration Park, Lake Shasta Caverns National Natural Landmark, and the iconic Sundial Bridge.

"We have been so impressed by the tremendous efforts and sacrifices made by emergency services personnel and we are so proud of this community," said Laurie Baker, CEO for the Redding CVB and general manager of the SCWA. "Our thoughts and prayers go out to those who have been impacted by this fire and for those in the surrounding areas west of Redding who are currently in its path."

Baker noted that the region has received an outpouring of well-wishes from all over the country and expressed the hope that when the time is right, those desiring to visit the area will return in full force to support local businesses.

Those interested in determining if accommodations in Redding are available can go to www.visitredding.com/home/places-to-stay for a listing of lodging properties, as well as attractions, in the area.

Those seeking more information on the current situation in Shasta County may refer to this list of resources. News outlets are encouraged to contact these organizations directly for updates:

Call Fire: [Website](#) | [Facebook](#) | [Twitter](#)
Shasta County Sheriff's Office: [Website](#)
For fire info, call Shasta County Fire Department 530-225-2510.

For additional information on visiting Redding, please explore VisitRedding.com, and follow us on Facebook and Twitter @VisitReddingCA or Instagram at @VisitRedding.

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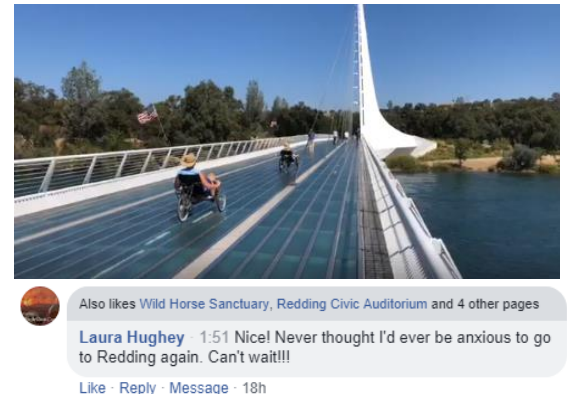
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- Outreach to locals and drive markets to encourage support of Redding/Shasta Cascade businesses;
 - Partnership with Visit California to provide updated information for their messaging and press releases about the impact of the fire from hotels, roads, and attractions.
2. The RCVB provided updated information and assisted in five published articles, one of which was from the New York Times. The five articles reached 33.1 million unique monthly visitors (UMV).

Publication	Article	Reach
New York Times	California Wildfires: What Travelers Need to Know	29.9 M UMV
Budget Travel	Travel News: California's Wildfires Rage On	1.5 M UMV
Record Searchlight	Redding chef serves up 5,000 meals at centers (print & online)	838,846 UMV
Joyful Living Mag	Redding Community Strengthens in Wake of Carr Fire	17,000+ copies
Record Searchlight	Wildfire is taking a toll on Shasta County's fly-fishing tourism (P&O)	838,846 UMV
TOTAL		33.1 M UMV

3. As part of the transition to Phase 3 of the PR plan, where video and photography will be used to show what is open for business, the RCVB decided to capitalize on beautiful weather in Redding to display the blue skies at the Sundial Bridge with a [Facebook Live video](#). The goal of the video was to show the latest state of our city, contrary to the media sensationalism from covering the Carr Fire. The 20-minute video showed the Sundial Bridge with a blue-sky backdrop, the Sacramento River, drift boat fishermen and people enjoying the weather. The video generated 25,527 views, reaching 69,164 people for a total of 10,500 minutes viewed. A targeted boost to drive market areas such as the Bay Area and Sacramento helped increase the awareness of the status of the city. The comments were positive (see above) and some included planning trips back to Redding now that they know it is clear of the fire.



International:

1. Visit California Mexico Media FAM – The RCVB partnered with Shasta Cascade Wonderland Association (SCWA) and Visit California to bring Actor & GoPro Ambassador Ruy Senderos, and Aire Inflight Magazine editor Pedro Aguilar to Redding and Lassen Volcanic National Park. Senderos’ social media reach is 354,400 including Facebook, Twitter, Instagram, and YouTube. The social media value of his posts as of mid-August is \$18,268.38. Aire Inflight Magazine has a total reach of 1.6 million. The anticipated published media value for the five-page editorial created from this trip to be published in the November issue of Aire Inflight Magazine is \$50,694.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. California Film Commission Board Meeting, Aug. 24; Los Angeles, CA; Sabrina Jurisich;
2. Film Liaisons in California Board Meeting, Aug. 25; Los Angeles, CA; Sabrina Jurisich;
3. New Filmmakers Los Angeles Film Festival, Aug. 25; Los Angeles, CA; Sabrina Jurisich;
4. Meeting Professional International Northern California Chapter Education Luncheon, Aug. 22; San Francisco, CA; Jennifer Fontana.



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 two new vendors to Film Shasta’s website. This month we hosted a crew from a major network production that will be aired on national television this fall for 17 days. The shoot is participating in our local incentive program so numbers will follow with direct spend, economic impact, local resources utilized, and total room nights. Film Shasta was featured in the Location Expo e-newsletter is distributed to more than 100,000 subscribers and we were the top highlight in the article as part of our participation in the upcoming American Film Market event. Additionally, Film Shasta had a full-page ad in the Produced By Magazine which has a distribution of 8,500 to industry professionals.



2. Redding was featured as a sports destination in two CONNECT emails (see right) distributed right before and immediately following their annual sports tradeshow. Follow-up from the tradeshow continues with a variety of organizations including: USA Football; Flag Football World Championship Tour; Quick 6; Jr. Prep Sports; Fundracer; USA Swimming; Santa Hustle; Gridiron Classic Series, USA Cycling; and Spartan Race. At this time, the following events have been determined to not fit current event requirements: Cowart Sports Events, Inc., USA Wrestling, Continental Corporate Games, and Powerhouse Youth Sports Management.



*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.

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; *CANCELLED DUE TO FIRE*
5. Shasta Trail Runs: Oct. 13, 2018**, Sacramento River Trail Race; *CANCELLED DUE TO FIRE*
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.

Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The RCVB met with Making Memories Tour Company in March and December at the National Tour Association Travel Exchange, which resulted in a first-time overnight stay in Redding during the month of August. The RCVB promoted the Lake Shasta Dinner Cruise attraction to secure the overnight stay and the group booked the entire Dinner Cruise boat. The consensus from the group was that they all had an amazing time and considered it a unique experience they would be willing to rebook in the future. The group visited the Sundial Bridge and posted a [photo album on Facebook](#) with 57 photos.



2. During the month of August, the RCVB chose to advertise with Smart Meetings Magazine, one of the leading publications for meeting planners. This campaign included a full-page ad in [Smart Meetings Magazine](#), and a half-page editorial in the Northern California Feature with an ad-value of \$7,750 where the Redding Civic Auditorium was highlighted. In addition, the RCVB encouraged large meeting space properties to place ads to increase overall exposure for Redding in this issue. Red Lion and Sheraton Redding chose to



participate by placing ads in this issue. Total print circulation is 47,500 with digital magazine subscribers making up an additional 13,800. In addition, the issue is housed on the Smart Meetings website, which averages 71,000 unique monthly visitors.

Groups, Conventions, Sports and Festivals:

In Proposal:

1. California Trails Conference: 2020 & 2021, for 445 room nights.
(Redding was not chosen due to all attendees needing to be at one property)
2. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
3. 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.
4. Fishing League Worldwide (FLW): Shasta Lake is being considered for the 2020 annual tournament. This three-day event has an average of 356 anglers. FLW was last in Redding in 2016 and the event rotates between various locations.
5. Fishers of Men: Legacy Series Championships fishing tournament in 2019. There is also the possibility of its 2019 Team Series National Championship at Shasta Lake depending on if the RCVB can find a local coordinator. These are multi-day events that average between 147 and 460 room nights.
6. Fundraiser Events: Great Inflatable Race. The event organizer is submitting an application for use of Enterprise Park in spring of 2019.
7. 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.
8. Jr. Prep Sports CA: This lead generated through one of our marketing partners, a proposal has been submitted in partnership with California Soccer Park for a regional tournament in spring of 2019.
9. NorCal High School Cycling League**: Mountain Biking Race in 2019. Event organizer is now considering Mt. Shasta Ski Park in lieu of Whiskeytown for this event.
10. Quick 6: This lead generated through one of our marketing partners, 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 generating through National Association of Sports Commissions (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 generated through our affiliation with NASC; 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. Shasta Economic Development Corporation UnSummit: Sept. 28-30 at Thunderbird Lodge – estimated 20 room nights.
4. Good Times Travel Tour Company: September 2018; Hampton Inn & Suites – 64 room nights.
5. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights.
6. Wild West Bass Tournament: Jan. 11-13 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
7. BASS Nationals Fishing Tournament: May 4-11, 2019, Shasta Lake anticipating 300 room nights.
8. 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.
9. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
10. 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. Making Memories Tours: Aug. 21, 2018; Red Lion – 20 room nights.

** 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*