

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

February 2018

### Tracking TOT

Lodging property revenue reported in February was \$2,782,590.70, which is the actual lodging business revenue for January, generating \$278,259.07 for the City of Redding. This is a 3.7 percent decrease over February of 2017, for a 2017/18 fiscal year-to-date increase of 7.4 percent.

### Turtle Bay Numbers

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

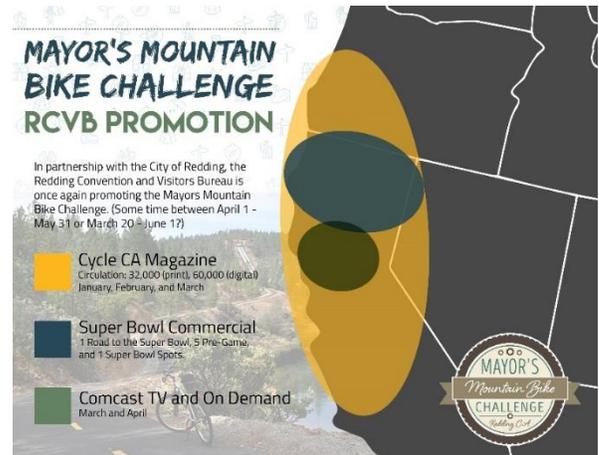
	February – 2017	February – 2018
Directions	56	6
RV Info	0	3
Hotel Info	1	11
Marina/Camping	0	13
Food	6	30
Shopping	0	15
Activities/Maps	179	194
Total Visitor Requests	242	272

### Marketing and Advertising:

1. The RCVB used stunning displays, creative brochures and enthusiasm from the Visit Redding team to attract potential consumers to the area at the Bay Area and Los Angeles Travel & Adventure Shows. The team handed out more than 3,500 brochures to interested travelers between the two events. The Bay Area show netted 313 subscriptions to the Visit Redding newsletter, the highest number ever received for the Bay Area show. A record 700-plus inquiries for Redding were collected from the Los Angeles show, more than double any RCVB consumer tradeshow. The RCVB decided to give away an inflatable standup paddleboard in Los Angeles (right) to show people an activity they can participate in during their visit to Redding.



2. Redding chose to run a full-page ad and a full-page of advertorial in the 2018 Travel Guide to California. The comprehensive guide is sold year-round, and the back-to-back ad and advertorial gives Redding a significant presence in this popular publication that is a go-to for California travelers to enrich their trip. The Travel Guide to California is sold in over 19,000 locations in the U.S. and Canada, and has a circulation of 100,000.



3. Redding has been teaming up with various organizations in the city to promote the second annual Mayors Mountain Bike Challenge. The RCVB's strategic plan to market the diverse backcountry trails kicked off by showcasing the event in two videos spread over seven regional commercial spots during the Super Bowl LII Pregame Show and the Super Bowl LII. [One commercial](#) ran during pregame and during the game, and [this video](#) ran only during the pregame. The promotion continues with ads in Cycle California! Magazine running in January and March, reaching an audience of 92,000 dedicated cyclists throughout California and Southern Oregon. Coverage has also started on Comcast television and on demand in the Sacramento area – an area that has shown a high level of engagement with Redding ads.

### **Public Relations:**

1. Redding continues to stay in the news through targeted media outreach. To capitalize on the success of Film Shasta's record year for productions and economic impact in 2017, a press release was distributed and picked up to leverage a story from Action News Now 12/14 ([Shasta County growing destination for TV and filmmakers](#), and [Record Year in filming boosts Shasta County economy](#)), and the Redding Record Searchlight, a member of the USA Today Network ([Film, TV industry helps boost Shasta County economy in 2017](#)). It was also disseminated to the Los Angeles and San Francisco media markets, including the Los Angeles Times, The Hollywood Reporter, Entertainment Weekly, and Variety. The RCVB guided our PR firm in pitching Redding as a Best Spring Break Destination to Avoid the Crowds and for the Mayor's Mountain Bike Challenge to various media outlets. Some of the top outlets included the Los Angeles Times, The Sacramento Bee, The Oregonian, Travel Channel, Associated Press, Men's Journal, Reader's Digest, Fodor's Travel, MSC, National Geographic, BIKE Magazine and U.S. News & Report.



2. The RCVB secured travel writer/blogger/influencer Marissa Pedersen of Postcards To Seattle for a visit on May 3-6. Pedersen was vetted by the PR firm and we are working on finalizing dates for a Redding visit with contacts made from the New York deskside meetings in January with Maya Stanton of Budget Travel, Laura Motta of ShermansTravel, and Zach Mack of Thrillist. As a result of media follow-up from the San Diego Travel & Adventure Show, the RCVB agreed to host Jené Shaw of Time Inc., who handles content for Visit California, for a visit during the first week of April. Follow-up was also conducted with six media members from attending the Bay Area Travel & Adventure Show and one from the Los Angeles Travel & Adventure Show.
3. Social media continues to be an effective marketing tool for promoting events in Redding and gaining exposure. The RCVB ran a targeted social campaign to increase awareness and entries for the Shasta Mud Run (right), earning 51,947 impressions, reaching 30,578 people with a cost per click to the organization's sign-up webpage of \$0.61. The RCVB's continuing campaign for Film Shasta brand awareness by showcasing its new sizzle reel to increase exposure and audience. There were more than 120,000 impressions and 14,000 engagements during February for a cost of \$0.05 per engagement.



**International:**

1. At this year's Visit California Outlook Forum on Feb. 13-16, the Shasta-Cascade Wonderland Association (SCWA) met with the Visit California international representatives to discuss 2018/2019 co-op marketing and familiarization trip opportunities available for RCVB participation. It was decided at these meetings to put more emphasis into India now that the RCVB effort of selling the area to the domestic representatives has created an interest for Redding. India is the fastest growing tourism market next to China with a population of 1.3 billion people compared to China's 1.6 billion. India also has the youngest population in the world with the median age of 29 by 2020. Key motivators for this segment of travelers are sightseeing (bragging rights), beaches and watersports. English is the main language in India and the demographic of the travelers are high-yield hotel guests, who use all available services, and looking for value despite price not being an issue.

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

1. Meeting Professional International Sierra Nevada Annual Fundraiser – Sacramento, Calif.; Feb. 7, Jennifer Fontana;
2. Visit California Outlook Forum – Anaheim, Calif.; Feb. 13-16, Lisa May;
3. Travel & Adventure Show – Santa Clara; Feb. 17-18, T.J. Holmes and Julie Finck;

4. Travel & Adventure Show – Los Angeles; Feb. 24-25, Laurie Baker and Julie Finck.

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

1. The Film Shasta office responded to nine production requests for location and permit assistance, and hosted two productions with four shoot days. Film Shasta’s ongoing Facebook campaign, targeting industry leaders and filmmakers, continued to thrive in the first full month of promotion by growing its audience by 252 fans and reaching nearly 61,000 people. Film Shasta also added three new vendors in February. In response to a press release distributed relating to Film Shasta’s record year of production and economic impact in 2017, Film Commissioner Sabrina Jurisich participated in three interviews for Action News Now 12/24, the Redding Record Searchlight newspaper, and Jefferson Public Radio.

2. Redding’s sports facilities were showcased in CONNECT Magazine’s dedicated e-blast and the RCVB chose to place a banner ad in Sports Destination Management’s e-newsletter to reach tournament directors and sports event planners. It was decided that the updated version of the Redding sports facilities commercial will run on SportsEvents website in April and Sports Destination Management for the remainder of the fiscal year. The e-blast and banner ad is estimated to have a reach of over 25,000. The RCVB followed-up on 17 sports event leads and continues to work with event owners and local venues to solidify these opportunities. For more details, see the proposal section below.



3. In support of the Shasta Mud Run, put on by the Youth Violence Prevention Council, the RCVB designed a two-page spread in SportsStars Magazine for its print and digital editions. The RCVB is also working with online publications Sweat Tracker and Mud Run Guide to digitally advertise the event and reach more than 31,000 runners in California with a focus in the Bay Area. For details on other local collaborative events see below. For more information on the mud run’s social media campaign see the public relations section above.



\*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.

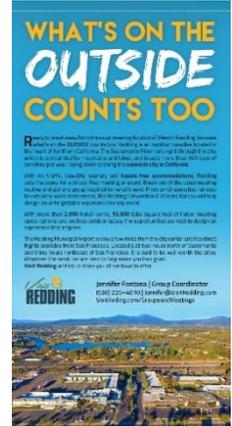
**Local Collaborative Events:**

1. Kool April Nites: April 21-29, 2018; Redding Civic Auditorium;

2. Never Forgotten Games: May 5, 2018; Shasta High School;
3. Shasta Mud Run: May 18, 2018; Ross Ranch;
4. Firereel Film Festival: October 2018; Cascade Theatre;
5. Shasta Trail Runs: Multiple Events 2018-19; Whiskeytown;
6. CASA Superhero Run: Nov. 4, 2018; Redding Civic Auditorium;

**Industry Relations & Group Coordinator:**

1. Follow-up and initial contact to generate new group business included emails and calls to 20 tour operators and meeting planners as well as three in-person meetings. In addition, the RCVB contracted with Meetings Today which sent out an e-blast last month to nearly 3,000 qualified meeting and event planners highlighting Redding as an ideal location for a meeting with beautiful scenery, no traffic and hassle-free accommodations (see right). The RCVB chose Meetings Today because it is one of the industry leaders in publications for meeting planners and it allows the client to customize the audience of the e-blast to ensure the right audience is being targeted for maximum potential for leads.



2. During the month of February, the RCVB attended Meeting Professional International’s Sacramento Sierra Nevada Chapter annual fundraiser. A Redding Weekend Getaway package was one of only three live auction items featured at the event and the RCVB staff secured the opportunity to give a presentation about Redding as a destination for meetings and events. Many meeting and event planners bid on the live auction item and inquired about Redding venues following the auction. One conversation and immediate follow-up resulted in an association meeting planner booking a meeting to be held in March at the Red Lion Hotel.

3. Efforts of the RCVB staff resulted in Redding being highlighted by Smart Meetings as one of the [“Most Instagrammable places in California.”](#) Smart Meetings is one of the leading media companies for reaching meeting and event planners in the country. The half-page ad featured editorial content discussing the appeal of Redding for meetings and included photos in the print magazine that has a circulation of 80,000. There was also an [expanded article](#) featured on the Smart Meetings website (86,000 unique monthly page views). The online article was featured in the Smart Meetings digital newsletter sent to their 50,000 media



subscribers. The total ad value of the feature was \$15,000. Redding was featured among major destinations such as San Francisco, Los Angeles, Sacramento and San Diego.

### **Groups, Conventions, Sports and Festivals:**

#### In proposal:

1. Joy Holiday Tour Bus – multiple trips from May to October 2018, estimated 150 room nights.
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) – Annual Convention: April 2020, for an estimated 550 room nights. (Site visit at Holiday Inn was held in February.)
3. California County Superintendents Services Association – Quarterly General Membership Meeting: October 2019, for an estimated 167 room nights. (Redding was not chosen due to another county hosting meeting.)
4. Mills Entertainment – Weekend Destination Wellness Event: June 2018, for an estimated 530 room nights. (Redding was not chosen for this event.)
5. National Tour Association Third Quarter Board of Directors Meeting: August 2018, for 43 total room nights.
6. California Continuation Education Association Conference: April 2019, for an estimated 650 room nights.
7. 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.
8. BASS Nationals Fishing Tournament: 2019; Shasta Lake is being considered for a return event with an anticipated 300 room nights.
9. Fishing League Worldwide (FLW): Shasta Lake is being considered for the 2018 or 2019 annual tournament. This three-day event has an average of 356 anglers. Following the tournament, FLW is looking to host a single-day high school fishing event to introduce the next generation to fishing. FLW was last in Redding in 2016 and the event rotates between various locations in California.
10. Fishers of Men: Legacy Series Championships fishing tournament in 2018 or 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.
11. Fundracer Events: Great Inflatable Race in 2018/2019. The event organizer is preparing to submit an application for use of Enterprise Park.
12. International Slow Pitch Softball (ISPS): Big League Dreams is being considered for the NorCal and State Championship site for 2018. This three-day event would yield approximately 600 room nights and has the potential to become an annual event.

13. National Youth Sports Association: Foothill High School is in discussion with the event organizer to determine viable dates for Summer Champion Tour Series. This event would bring in 50 to 100 teams for each of the three tournaments, estimating 450 room nights.
14. The Nationals: Shasta County is being considered for the Reserve Officers' Training Corps (ROTC) military drill raider and fitness challenge competition, which could bring 2,500 to 5,000 room nights. (Bakersfield was selected as Redding was not central enough for participants.)
15. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
16. 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. CalPERS Benefit Education Event: March. 21-25, 2018; Red Lion Hotel – 170 room nights\*.
3. CalWORKS Association Training Institute: April 17-19, 2018; Holiday Inn & Red Lion – estimated 760 room nights.
4. California Narcotic Officers' Association (CNOA) Bass Tournament: April 21-22, 2018; Shasta Lake\*.
5. Good Times Travel Tour Company: September 2018, Hampton Inn & Suites – 64 room nights.
6. National Softball Association: Nov. 3, 2018; Big League Dreams was selected to host a tournament series with an anticipated room-night total of 1,500 to 2,500.
7. USA Softball 2019 National Championships for girls 14-and-under; possibly adding 10-and-under, and other divisions for softball. Tentative dates for this tournament are scheduled for July 23-27, 2019, with a potential of 1,900 room nights.
8. 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. International Association of Avian Trainers and Educators Conference, Feb. 21-24, 2018; Turtle Bay Exploration Park – 334 room nights\*.

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