

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (Redding CVB)

September 2018

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in September for the City of Redding and collected from Redding lodging properties was \$719,872.92, which is a 25.2 percent increase over September of 2017. Overall, this is a fiscal year-to-date TOT increase of 16.6 percent.

Turtle Bay Numbers

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

	September – 2017		September – 2018
Directions	116		32
RV Info	4		7
Hotel Info	14		11
Marina/Camping	4		24
Food	14		22
Shopping	18		17
Activities/Maps	315		431
Total Visitor Requests	485		544

Marketing and Advertising:

1. The Redding CVB northbound Interstate-5 billboard near Willows has a new look for the fall and winter season. The billboard features an image of the Sundial Bridge and large eye-catching text encouraging travelers to stay in Redding.
2. The September edition of Sunset Magazine’s ad was due July 27 and went to print promoting Redding’s trail system before the Carr Fire. The ad ran in both the Northern California and Pacific Northwest zones of the magazine, for a total circulation of 486,000 copies. The ad received 166 requests so far to-date from readers interested in more information on the Redding area. Readers were sent information on Redding’s trails to waterfalls, state and national park information and more. The trails east of Redding are the focus until trails to the west are clear for promotion.
3. The Redding CVB ran an ad in the Hot Spot Travel section of National Geographic Traveler talking about the beauty and hiking opportunities at Castle Crags State Park. National Geographic



Traveler has a circulation of 120,000 copies and is sent out to a subscription base of readers with a dedicated interest in travel. The readers of this publication continually ask for more information.

Public Relations:

1. The Redding CVB provided accurate and updated information to Visit California for what’s open and available for tourists following the Carr Fire and Hirz Fire and during the Delta Fire. The public relations efforts also included six published articles with a total reach to 10.62 million unique monthly visitors (UMV). The announcement of the United Airlines roundtrip flight from Redding to Los Angeles was published by eTurboNews and World Airline News. The rest of the articles are below:

Publication	Article	Reach
Travel Channel	What It's Realy Like to Ride Amtrak's Coast Starlight	9.42 M UMV
eTurboNews	From Redding to Los Angeles: United nonstop	143,901 UMV
PubClub.com	United Airlines To Operate Daily Flights Between LAX And Redding, CA	16,643 UMV
World Airline News	United to offer Redding, CA service	142,975 UMV
Airline Geeks	United Express to Start Daily Service to Redding from LAX Hub	72,360 UMV
Record Searchlight	4 main takeaways: Redding’s State of the City Luncheon (print & online)	838,846 UMV
TOTAL		10.62 M UMV

2. The Redding CVB distributed a fall consumer newsletter to inform people about fall activities in Redding with info, photos and hyperlinks for more information. The featured activities were the Redd Sun Festival, leaf peeping for fall colors and leaf chasers, the new Redding food truck park and fall family fun at Historic Hawes Farms and the Corn Fest. The newsletter was sent to 11,910 people and was opened by 1,557, which is a 13.9 percent open rate. The 136 clicks on outbound links was more than any other consumer newsletter.
3. The Visit Redding social media accounts featured paid campaigns for the Shasta County Maker Faire, the Redd Sun Festival and a Facebook Live video of The Park – Redding’s newest food truck park. The Shasta County Maker Faire promotion reached 170,237 people with 29,336 engagements, the [Redd Sun Festival](#) video promotion reached 82,000 people with 47,308 engagements and 19,990 10-second video views. The [Facebook live video](#) of The Park generated 1,994 views and the [Instagram post](#) had 619 engagements, which is the most of any Instagram post on the Visit Redding account in the past year.

International:

1. The Redding CVB placed a half-page ad in the 2018/19 California International Visitor Guides that are translated into nine languages. The ad highlights Redding being the largest city in California north of Sacramento, a perfect hub for exploring the natural attractions in UpStateCA. The annual publication is distributed by Visit California in China, Mexico, Brazil, Australia, France, Germany, Scandinavia,



Italy, Japan, Korea, India, and the USA with a total circulation of 240,000.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Cineposium, Sept. 20-22; Los Angeles, CA; Sabrina Jurisich;
2. Vancouver International Travel Expo, Sept. 29; Vancouver, B.C.; Laurie Baker

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 seven new production requests and added two new vendors to Film Shasta's website. This month, we hosted two crews for a total of four days and 12 room nights. The Film Commissioner attended the Association of Film Commissioners International's Cineposium meeting where a small group of commissioners were able to gain valuable insight



from top industry executives on industry trends and upcoming projects for location-based productions. Follow up will continue for productions that fit our region. Two productions were released this month: the Cascade Documentary "Curtains Up," which was filmed in April, and premiered at the Cascade Theatre in September, and the Nature Valley commercial as part of its "Nature Makes Us Better" campaign. The main commercial filmed in June <https://www.youtube.com/watch?v=bHhBxZAnReU> and began airing on television and throughout their social media this month highlighting Lassen Volcanic National Park and Castle Lake. In addition to the nationwide television audience, Nature Valley shared the main commercial and some behind the scenes stories on its Facebook (1.74 million followers), Instagram (34K followers) and YouTube (4,935 subscribers) channels. Video links are below: <https://www.facebook.com/naturevalley/videos/686765278365697/>; <https://www.facebook.com/naturevalley/videos/301980687059590/>;

2. SportsStars Magazine will highlight the upcoming races that have had route adjustments due to the Carr Fire. The ad (see page 4) will be featured in the Sunday Chronicle, which has a circulation of 65,000 throughout the East Bay Area, Sacramento-San Joaquin region to the Oregon and Reno, NV, borders. In addition, we have a full-flight of online banner ads linked to our website. Follow-up from the National Association of Sports Commissioners (NASC) 2017 tradeshow continues to show results with another event coming in proposal for the American Junior Golf Association, which has selected Riverview Golf & Country Club for the proposed

location for a 2019 Junior Golf Tournament. Other follow up included: Aloha LaCrosse; BassMaster, Fundracer, Flag Football World Championship Tour; International Slow Pitch Softball, and Spartan Race.



*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. CASA Superhero Run: Nov. 4, 2018, Redding Civic Auditorium;
2. Shasta Trail Runs: Nov. 10, 2018; Two Peaks; Clikapudi;
3. Redding Marathon: Jan. 20, 2019; Shasta Dam;
4. Classic Film Series; Spring 2019, Cascade Theatre;
5. Shasta Trail Runs: March 23, 2019; 4 MPH Challenge; McCloud Falls
6. Never Forgotten Games: May 2019, TBD;
7. Shasta Mud Run: May 11, 2019, Ross Ranch.

Industry Relations & Group Coordinator:

Generating new group business for meetings and tour buses:

1. The Redding CVB chose to partner with Economic Development Corporation (EDC) by being a sponsor of its "Community Unsummit" conference. Redding was selected as one of only four cities in North America by Techstars, a company focused on accelerating startups and programs, to host a "Community Unsummit" event, which is a weekend-long gathering of startup community organizers. The Redding CVB provided Visit Redding branded welcome bags and sponsored and coordinated a tour at Lake Shasta Caverns to provide the out of town attendees an opportunity to experience a popular Redding attraction and show them what Redding has to offer.
2. The Redding CVB has been working with Sports Leisure Vacations tour company out of Sacramento for more than seven years. Communications have included one-on-one meetings, site visits to our area and continued follow-up about all the reasons why they should book an overnight trip in Redding. They have been consistent with stopping in Redding for the day to visit local attractions and have lunch; however, an overnight stay has not been part of the itineraries. A recent conversation with Sports Leisure Vacations revealed that they will be collaborating with



the Redding CVB and planning a three-day, two-night trip for spring of 2019 staying at the Sheraton Redding Hotel. The owner is also a radio personality and hosted Redding CVB CEO Laurie Baker on his Sacramento-based radio show “[The Travel Guys](#)” to discuss how Redding is open for business and all the great things there to do in the area that were not affected by the Carr Fire. The interview was nine minutes and the show has an average reach of 7,000 listeners.

Groups, Conventions, Sports and Festivals:

In Proposal:

1. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
2. 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.
3. American Junior Golf Association: Riverview Golf & Country Club is being considered for their Junior Golf Tournament in 2019.
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 Redding CVB can find a local coordinator. These are multi-day events that average between 147 and 460 room nights.
6. Fundracer 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): A proposal was submitted for Big League Dreams to host the NorCal Championship 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 National Recreation Area for this event.
10. Quick 6: This lead was 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 was generated 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 was 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. Joy Holiday Tour Bus: multiple trips from May to October 2018 – No reported room nights yet.
2. Good Times Travel Tour Company: Sept. 30- Oct. 2, 2018; Hampton Inn & Suites – 64 room nights.
3. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights.
4. Wild West Bass Tournament: Jan. 11-13 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
5. BASS Nationals Fishing Tournament: May 4-11, 2019, Shasta Lake anticipating 300 room nights.
6. 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.
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, with an expected attendance of 500 people, and the possibility of more than 1,000 total room nights.

Recent:

1. Shasta Economic Development Corporation Community UnSummit: Sept. 28-30 at Thunderbird Lodge & Travelodge – 12 room nights.
2. Shasta County Mini Maker Faire: Sept. 15, 2018, Shasta District Fairgrounds;
3. Manhattan Short Film Festival: Sept. 28, 2018, Cascade Theatre;
4. Redd Sun Festival: Sept. 29-30, 2018, Redding Civic Auditorium;

** 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*