

COMMUNITY SERVICES ADVISORY COMMISSION REPORT
Redding Convention & Visitors Bureau (RCVB)
Quarter 1, 2020-21

Tracking Transient Occupancy Tax (TOT)

Tentative TOT for the first quarter of fiscal year 2020-21 is \$1,699,533.32, which is 6.6 percent below the City of Redding projected budget and a 4.4 percent actual TOT decrease from the same period last year. The following tables show how TOT has been tracking the past three years during the first quarter.

Carr Fire Year (2018-19)

Month	Previous Year TOT	18-19 City Proj. Budget	Actual 18-19 TOT	TOT to City Budget
July	\$465,770.84	\$483,750	\$524,653.00	8.5%
August	\$541,895.37	\$502,250	\$601,466.67	19.8%
September	\$575,092.63	\$534,750	\$719,872.92	34.6%
Total	\$1,582,758.84	\$1,737,280	\$1,845,969.59	21.4%

Post-Carr Fire Year (2019-20)

Month	Previous Year TOT	19-20 City Proj. Budget	Actual 19-20 TOT	TOT to City Budget
July	\$524,630.00	\$511,240	\$589,237.98	15.3%
August	\$601,466.67	\$594,800	\$677,444.28	13.9%
September	\$719,872.92	\$631,240	\$638,639.93	1.2%
Total	\$1,845,696.59	\$1,737,280	\$1,905,322.19	9.7%

Current COVID-19 Pandemic (2020-21)

Month	Previous Year TOT	20-21 City Proj. Budget	Tentative 20-21 TOT	TOT to City Budget
July	\$589,237.98	\$535,953	\$443,136.51	-17.3%
August	\$677,444.28	\$622,853	\$646,007.21	3.7%
September	\$638,639.93	\$660,753	610,389.60	-7.6%
Total	\$1,905,322.19	\$1,819,559	\$1,699,533.32	-6.6%

July 2020 marketing highlights:

July campaigns integrated across all marketing channels to promote the “Redding Pledge” – Fresh air, clean water, open spaces, and safe and responsible travel. Messaging and imagery for “natural distancing” was sent to leisure travelers and group trip planners through digital campaigns, travel writers, social media and in print in Sacramento and the Bay Area.



August 2020 marketing highlights:

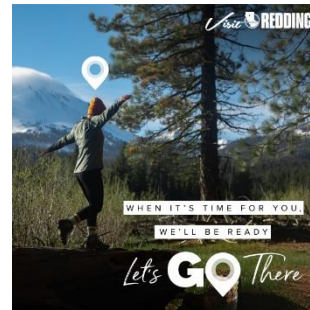
August campaigns promoted water recreation, #TravelSafe and #LeaveNoTrace in the Sacramento and Bay Area, on social media, and on Hulu. A combination of 19 videos, photos and blogs were promoted on Facebook, Twitter and Instagram in a “Our Water, Your Way” campaign.



- Redding was presented as a sports event destination at SportsBiz X-change, a virtual nine-day show.
- Film Shasta was a “Star” Sponsor at the Sonoma International Virtual Film Festival.

September 2020 marketing highlights:

September campaigns promoted itineraries for day trips from Redding and weekend adventure ideas. The campaigns were integrated over all channels including the September/October edition of Via Magazine (Oregon) and a U.S. Travel Association “Let’s go There” campaign, which promoted making travel plans.



Examples of leisure, groups, sports, and social campaign images:



CalSAE Newsletter Leaderboard Banner



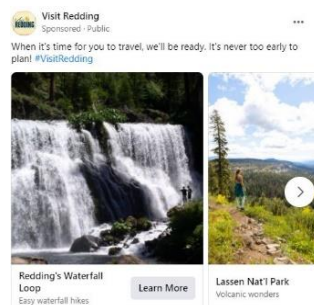
SportsStars Magazine ad



Leisure display ad



Travel Writer social post



Social carousel ad



Travel Writer social post

Marketing Dashboard for Q1 of 2020-21:

Campaign	Description	Links/Location	Reach/Outcome
Digital banner ads	“Redding Pledge” Campaign	Running in Sacramento	2 M impressions 4,804 clicks
Hulu	Outdoor recreation ads	Running in Bay Area	686,951 views
California Road Trips	Redding-area road trips ad on pg 3	https://bit.ly/3cG4BIZ	1 M circulation
Travel Newsletter	Summer theme sent to consumers	https://conta.cc/3n9teMG	2,003 opens
Local Newsletter	July-Sept. newsletters (scroll down)	https://bit.ly/2SimqOA	394 opens
Film Shasta Newsletter	Summer newsletter about filming	https://conta.cc/36Fup0L	618 opens
World of Locations Magazine	Burney Falls featured on page 70, Film Shasta ad on page 101	https://bit.ly/3jVUGFD	35,000 UMV
“Road Trips with Dan” Facebook series	Interview about Redding from with Sports Planning Guide	https://bit.ly/2XdKCV1	589 followers
SportsStars Magazine ads in Bay Area	“Our Water, Your Way” “Ride & Glide”, “Trails For All”	https://bit.ly/2EV2KNL https://bit.ly/30uBBJ4	4,000 clicks on banner ads
Sports Planning Guide	Destination spotlight for sports event planners	https://bit.ly/2D3QUQ4	
SEM campaign	“Recreate Responsibly” was top campaign category	Drive traffic to VisitRedding.com	13,123 clicks, 13.14% CTR
CalSAE Newsletter Leader Banner	“Where Physical Distance is Natural”	https://bit.ly/36uc5Yi	66,300 Impressions
August Social Media campaign	“Our Water, Your Way” social media campaign	https://bit.ly/33mAwEV	38,684 video views
September Social Media campaign	Carousel and video ads for one-day, and weekend itineraries	https://bit.ly/3ncFyfb	8,111 video views 2,804 clicks
Sacramento Mobile Campaign	Water recreation was promoted	https://bit.ly/3hPsGsj	86.8% watched to completion
Travel Writer Jaslin Yu	Sing Tao Daily, Weibo post	https://bit.ly/2SimqOA	1,623,902 fans
Emily Kaufman “The Travel Mom”	Vacation giveaway from travel expert on social media channels	8,000 video views	47,000 commented to register to win
Film Production Inquiries/Requests	12 local inquiries	20 inbound inquiries	32 total inquiries
Film Permits Submitted	Reflects public land locations only	11 inbound, 1 local	12 total permits
Productions Filmed	2 local, 4 shoot days	3 inbound, 39 shoot days	5 total, 43 days
Visit Redding Website	135,017 users	89.74% of users outside Redding	447,835 pageviews
Visit Redding Social	48,776 followers	57,280 Engagements	175,693 views
Film Shasta Website	551 users (data only from 8/12-9/30)	626 sessions	1,210 pageviews
Film Shasta Social	11,819 followers	78,739 impressions	4,769 engagements
Via OR Sep/Oct issue	“Recreate Responsibly” ad	https://bit.ly/30i5T1o	486,000 circulation
On-Demand TV ads	“Planning your vacation in Redding”	Running in Bay Area	226,803 views

Published/Earned Media Articles about Redding during Q1 of 2020-21:

Publication	Article	Link	Reach (UMV)
Fox 40 Sacramento	Get Outdoors: Nearby Waterfall Hikes	https://bit.ly/3ghAKkL	920,454
MarketWatch	Top 3 Places to retire with year-round outdoor living	https://on.mktw.net/336Knz3	20,594,204
Record Searchlight	Coronavirus impacts Shasta County hotels, dragged down hotel taxes paid to Redding	https://bit.ly/33a6vHf	132,809
KRCR-TV	Summer tourism in Redding declining to due COVID-19 pandemic	https://bit.ly/3ihYDKa	463,293
California Bicycle Coalition	Shasta Bike Depot Will Help Redding Embrace Its Potential as Bikeable City	https://bit.ly/39Sr5yV	15,030
Reader's Digest	15 Visually Stunning Pedestrian Walkways Across the U.S.	https://bit.ly/2EZBtcr	10,044,604
MSN	15 Visually Stunning Pedestrian Walkways Across the U.S.	https://bit.ly/3lDK4Tc	10,031,198
ABC10 Sacramento	The Travel Mom gives tips on what to know before you go	https://bit.ly/2QGgXQW	1,278,466
Martha Stewart Living Magazine	Out & About: Scenic Routes (Sundial Bridge)	Print (Sept. Issue)	2,062,321
Huckberry Journal	Trails and Ales: Redding, California	https://bit.ly/3blEekv	524,220
Game & Fish Magazine	Shasta Cascade Combination	Print (Sept. issue)	334,271
Game & Fish Magazine	Shasta Cascade a Prime Destination for Fall Trout and Steelhead	https://bit.ly/2SkfHnl	415,727
VinePair	Monks Are Making (and Inspiring) Your Whisky, Wine, Coffee, and Beer	https://bit.ly/2GNSFTv	1,634,927
Sing Tao Daily	Redding: A Simple and Comfortable City	https://bit.ly/32uEYky	314,514
Orbitz	Take a Hike Among These 12 Amazing Bridges	https://bit.ly/3iAPOLr	2,932,304
KRCR-TV	Tourism in Shasta County is finding new ways to thrive	https://bit.ly/3j190SL	463,293
Cheapism	Under-the-Radar National Parks to Visit in the Fall	https://bit.ly/3i4bRsP	830,384
		TOTAL Reach (UMV)	52.9 million

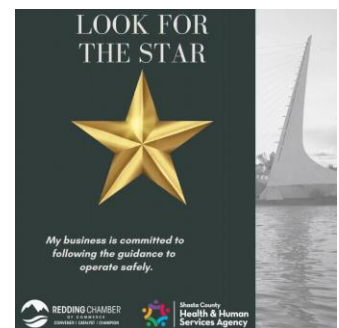
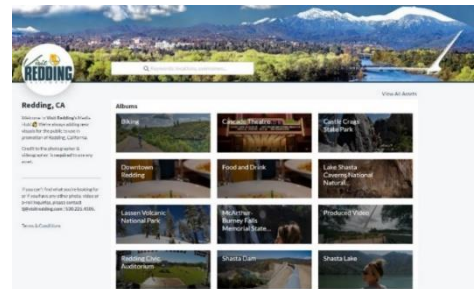
Film productions:

Film Shasta supported the below film projects, some of which were not previously reported. Future reports will show only those released in the current quarter:

Filmed	Project Title	Project Genre	Link
2018	We Are the Chamber	Commercial	https://bit.ly/2Gb8DXP https://bit.ly/2SkY7j4
2019	Wild West Bass Trail Super Clean Showdown Pro/Am Lake Shasta 2019	TV	https://bit.ly/34iGXZO
2019	Subaru Forester Re-Foresting Project	Commercial	https://bit.ly/2YYsTSx
2019	Visit Redding: Our Water, Your Way!	Commercial/Social	https://bit.ly/3hPsGsj
2019	Visit Redding: Shasta Lake Family Day	Commercial/Social	https://bit.ly/2EM8JEs
2019	Visit Redding: Wakeboarding in Redding	Commercial/Social	https://bit.ly/2QLQ0ew
2019	Visit Redding: Paddling in Redding	Commercial/Social	https://bit.ly/3hQLw2g
2019	Visit Redding: Kayaking in Redding	Commercial/Social	https://bit.ly/3biY67T
2019	Visit Redding: Water Activities in Redding, CA	Commercial/Social	https://bit.ly/2QKpZwf
2019	Visit Redding: Shredding the Wake	Commercial/Social	https://bit.ly/2Gh6klv
2019	Visit Redding: Lake Day with the Family	Commercial/Social	https://bit.ly/32K1Nj6
2019	Visit Redding: Wakesurfing at Bridge Bay	Commercial/Social	https://bit.ly/3gQ5N6T
2019	Visit Redding: Paddling in Redding, CA	Commercial/Social	https://bit.ly/2YWaVjL
2019	Visit Redding: Sunset wakeboarding	Commercial/Social	https://bit.ly/3jwiQMc
2019	California Untamed Promo – 330 Mile Ultramarathon	Commercial	https://bit.ly/2EUmIII
2020	Wild West Bass Trail Super Clean Showdown Pro/Am Lake Shasta 2020	Streamed TV	https://bit.ly/2SmWv8I

Other activities:

1. A digital asset management system was created as a collaborative way to assist community organizations along with local, regional, and national media in sharing our marketing materials. This project offers a 24/7 accessible library which is free to everyone. Access at <https://platform.crowdriff.com/m/redding-ca>.
2. The Redding CVB amplified the efforts of the **Roadmap to Recovery: Reopening Safely and “Look for the Star”** (*ShastaReady.org*) collaboration between the Redding Chamber of Commerce and the Shasta County Department of Health and Human Services – Gold Star program. *The Redding Pledge*, a comprehensive Redding CVB marketing campaign, is featuring these certified businesses, lodging properties, restaurants, and attractions on the Redding Pledge webpage. The webpage can be found at www.visitredding.com/redding-pledge.



3. In support of our local hotels and our welcomed Redding tourists, the Redding CVB designed, ordered, and distributed Visit Redding branded facial masks as our contribution to the compliance standards and amplification of the Gold Star Program.



4. Visit Redding teamed up with Bethel Schools to welcome 150 students arriving the Supernatural Ministry (BSSM) program. Eager to see our international visitors embrace Redding's outdoor amenities, Bethel's student welcome committee were provided Upstate California visitors guides, Trails and Waterfalls, Redding Visitors brochures and our popular 2020 Adventure Challenges.

Groups, Conventions, Sports and Festivals:

In Proposal:

1. There are five contracts pending to bring future conference/group/events to Redding.

Upcoming:

1. International Slow Pitch Softball (ISPS): NorCal Championship at Big League Dreams, rescheduling to 2021 due to coronavirus; approximately 600 room nights with the potential to become an annual event.
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
3. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
4. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
5. California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.
6. FLW fishing tournament: Jan. 28-30, 2021 at Shasta Lake. This event estimates an economic impact of more than \$1.2 million with four practice days and three tournament days associated with the tournament; expecting 300 anglers – estimated 400 room nights.

Recent:

1. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipated room nights. *Went virtual for 2020 due to coronavirus, but they are expecting to come in 2021.*
2. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms. *Went virtual for 2020 due to coronavirus.*

Detailed Monthly Reports:

For detailed monthly reports from the RCVB, go to: <https://www.visitredding.com/TMBIDDocs>.