2019-2020 REDDING TOURISM & MARKETING GROUP (RTMG) ANNUAL REPORT & REDDING CONVENTION & VISITORS BUREAU (REDDING CVB) MARKETING PLAN SUBMITTED BY THE SHASTA-CASCADE WONDERLAND ASSOCIATION

The Redding Convention & Visitors Bureau (RCVB) annual report is being presented in a condensed format to encompass the needs of several organizations.

1. California Tourism Business Improvement District (TBID) regulations require an annual report with special requirements designed to document the marketing improvement plan to be implemented in the following fiscal year. This report fulfills those obligations.
2. The City of Redding/Shasta-Cascade Wonderland Association agreement requires an annual marketing plan designed with the purpose of generating Transient Occupancy Tax (TOT) for the City of Redding. This report fulfills that contract deliverable.
3. The Redding City Council requested that one report be submitted rather than two separate reports; therefore, item #1 and item #2 are being combined.


✓ An estimated $300,000 surplus revenue from the 2018/2019 budget year is being carried over into the 2019-2020 fiscal year beginning July 1, 2019 for a total estimated cost of marketing to be $1,438,000.

✓ There are no proposed changes to the boundaries of the district or classification of businesses within the district described as: lodging properties, existing and in the future, available for public occupancy within the Redding city limits.

✓ There are no proposed changes to the method or basis of levying the assessment as compared to previous years. The assessment amount is two-percent of short-term room rentals (stays of 30-days or less) with the City of Redding receiving a one-percent collection fee.

✓ The Redding CVB received funding from the City of Redding in the form of Transient Occupancy Tax, and from the TBID assessment as levied from Redding lodging properties. Both funding sources are kept separate and are used for marketing purposes. The TBID receives no other funding sources than those levied from the classification of Redding lodging properties within the district boundaries used solely for improvements that meet the State Highway Code Section 36650 guidelines.
IMPROVEMENTS/ACTIVITIES TO BE PROVIDED WITH TBID FUNDS

The Shasta-Cascade area (UpStateCA) provides travelers more value in its diversity of experiences than any other place in the world and the teams at the Redding CVB and SCWA look forward to continuing to work with our partners to market the area as the ultimate travel destination. The success of future programs is predicated upon the strong relationships and collaboration developed over the years with both private and public entities.

The activities funded by the TBID are listed in the second column of the budget below to:

⇒ Sponsor large events
⇒ Create video for social media, commercials, the website and itineraries
⇒ Advertising on billboards and through digital outlets
⇒ Promote to international markets in partnership with Visit California and Brand USA
⇒ Target the leisure market with TV, radio, public relations, and social media campaigns
⇒ Cultivate business from youth groups, meeting planners and tour bus operators
As outlined by the MDP other expenses include one-percent of the assessment funding set aside for collecting the funds, three-percent for administrative activities, and one-and-one-half percent for contingencies.
**COMCAST TELEVISION AND DIGITAL VIDEO: INSTANT IMPACT**

With 3 billion hours of viewing per month, cable television advertising has always been an important part of the Redding CVB’s marketing wheel. With Comcast’s new tracking opportunities, the Redding CVB will be able to take television advertising to the next level. The ability to precisely target and tailor campaigns to the correct audience is still provided, but now with the new benefit of obtaining insight on VisitRedding.com traffic within the first 30 minutes of a Redding commercial being aired. Pairing this capability with geographic and demographic targeting, the Redding CVB will be able to monitor which ads do well, with which areas and viewers are responding best to them, allowing maximum results for each campaign.

**LEVERAGING VIDEO ASSETS**

The Redding CVB created more quality video in the 2018-19 fiscal year. Throughout 2019-20, the Redding CVB will be adopting new ways to showcase this content across multiple platforms. Improvements to the Visit Redding website will allow for easier integration of video content into individual pages, as well as video controls that are customized to the RCVB brand. The scrolling images in the website header will be replaced with an all-new video showcasing the top highlights of the area, placing this dynamic content at the front of each site visit. Additionally, the Redding CVB is developing apps for Amazon Fire and Roku that will be published during the 2019-20 fiscal year, placing Redding’s content in front of a combined 57 million users.
**SPORTS**

The 2019-2020 year will see two large tournaments including the USA Softball nationals in July and the International Slow Pitch Softball State Championship in September. Fishing tournaments will continue to be part of this year’s plan but with new partnerships allowing for reduced costs while yielding the same results in TOT for the City of Redding. Sports market efforts will encompass digital and print campaigns with publications such as Sports Planning Guide, Sports Destination Management, Sports Events, and Sports Stars. Redding’s spirit of hospitality will be shared when selling to potential sports organizations at the National Association of Sports Commissioners annual symposium. The Redding CVB will continue to seek new opportunities that fit our sports facilities and regional offerings.

**LOCAL EVENTS**

Established local events will continue to receive marketing support including the Mud Run and Kool April Nites which draw in large numbers of tourists. Redding is surrounded with natural resources that are perfect for outdoor challenges. This year a new idea is being launched in partnership with Shasta Trail Runs to highlight unique adventure challenges to beginners and experts alike in running, kayaking, and cycling events. This type of event has proven to be successful in other destinations but is unique to California with the potential to draw participants nationally and internationally. The adventure challenges will be launched with documentaries to entice those seeking the unique experiences found throughout our region.

**FILM**

Maintaining partnerships and affiliations with the California Film Commission, Film Liaisons in California Statewide, and Association of Film Commissioners International has contributed to Shasta County gaining momentum in the film industry, and therefore will continue to be part of the 2019-20 plan. The affiliation with Location Managers Guild International (LMGI) will be renewed and a strong presence on LocationsHub.com, The Location Guide, Stage 32, World of Locations, and our current social media outlets are part of the 2019-20 plan. In addition to online and print marketing, the Redding CVB will attend several key industry events including the California On Location Awards, LMGI Award Show, and the American Film Market.
This coming year will debut Film Shasta’s new booklet at tradeshows. This newly designed marketing piece will provide a snapshot of the wide variety of film location possibilities within Shasta County. It will offer an overview of Redding’s permit process, and local incentive program which sets Redding apart from most other counties in California. The incentive program helps offset production costs incurred from filming on location as opposed to filming in studios located in Los Angeles.

As our local filmmaking community continues to grow to support the increase of inbound production, locations and vendors will be added to the website. Key events where we offer local support and build relationships for our local filmmaking community will include sponsorship of local film festivals, an annual meet and greet event, and screening(s) of large feature films produced in Shasta County. Relationships with our local permitting offices and local film resources will continue to be fostered and the impact of the film industry shared with the community.
Amplifying key messaging through public relations increases the visibility of Redding through a more organic way of marketing which creates interest and inspiration for potential travelers. This earned media coverage is considered by the general public to be unbiased and is therefore a key driver for increasing awareness for Redding for the purpose of generating TOT.

The Redding CVB will continue to cultivate relationships with national and regional editors and secure high profile media coverage by hosting one-on-one media “deskside” appointments to proactively pitch top editors article ideas and invite someone from the publication for a media visit. Target markets for deskside meetings in 2019-20 include San Francisco/Bay Area, Sacramento, Los Angeles, New York City, Washington D.C. and Seattle. The personal connection with industry leaders results in media trips from both traditional journalists and influencers, for them to experience the destination firsthand. This in turn generates the most prominent and authentic media coverage. A total of 12 media visits are projected for the 2019-20 fiscal year along with one group influencer trip either in the fall or spring, weather permitting.

The proactive approach for public relations allows the Redding CVB to develop concentrated pitch segments created for our pillar categories of outdoor/active, family, food/beverage and general travel. A pitch timeline will be executed seasonally to further target the media in regional markets of Los Angeles, San Francisco/Bay Area, San Diego, Sacramento, Seattle, Denver, Portland, Ore., New York City Tri-State Area, Vancouver, B.C., and Washington D.C.

The Redding CVB’s partnership with Visit California is a strong successful one due to attendance at media events in San Francisco and Los Angeles, hosting travel media referred by Visit California, and regularly submitting monthly media pitches and content for Visit California’s “What’s New” series.
SOCIAL MEDIA

Social Media continues to be a highly effective way to engage and interact with potential travelers to showcase what the Redding area has to offer. The Redding CVB will coordinate targeted campaigns relying heavy on video content across the major platforms of Facebook, Instagram and YouTube. Additionally, Redding’s reach will expand to the platforms of Pinterest and Snapchat. Both platforms are visually appealing and vital in building a brand to stay foremost in visitor’s minds anywhere they choose to gain inspiration.

Developing the city of Redding’s Google page will be a focus for the coming year as a tool to attract visitors on the top-rated search engine. This includes adjusting the Redding travel guide, updating photos, posting about events and blogs, generating reviews and adding videos. This content is placed above all links and websites following a search so a website user will see our carefully constructed content first.

Video itineraries created in the previous fiscal year are being fully integrated into an expanded campaign. The itineraries will feature interactive online components with video, photos, text, maps, points of interest and information to suggest how visitors can enjoy a weekend in the Redding area. A print version can be available to downloaded and printed out as well. The itineraries are grouped into four categories: national and state parks, water sports, extreme sports and waterfalls. The Redding CVB’s “Famously Redding” campaign featuring 360-degree videos to support the Redding Cultural District and the nine Famously Redding iconic landmarks and attractions will be included in the itineraries to aggregate all of Redding’s assets in one spot.

To capitalize on industry progress and changes, the Redding CVB will revamp its Trip Advisor page. Trip Advisor was known as a trusted source for travel advice making it an integral part of the Redding plan; however, Trip Advisor is moving away from being simply a review source into functioning in a similar way as a social media site for trip planners. The new focus will require updating the page with links to articles, photos, reviews, restaurants, hotels and things to do.

INTERNATIONAL

The top inbound visitation to the region is from Canada, Germany, the United Kingdom, Japan, China and Australia respectively. Solid relationships have been forged with in-country representatives in Canada and the United Kingdom, Japan and China with China showing the most potential for growth and Germany showing a decline. Therefore, international efforts will concentrate on Canada, the United Kingdom, and China with Mexico being added to the mix so the region can have some representation in the new visitor center at the Mexico/USA border. Even though political relations are not encouraging
with Mexico right now, the tourism decision makers in Mexico are putting an enormous amount of resources into the visitor center and therefore the Redding area needs to be present and not left out of the mix of all the California regions. Itineraries will be created in Spanish to entice affluent Mexican travelers.

Redding has been marketed to China through WeChat for a couple of years and the momentum is being seen by Shasta Caverns and is being reported by VisaVue; therefore, WeChat will remain in the marketing plan for 2019-2020. Visit California is just now starting to use WeChat for California whereas Redding was ahead of that curve and has been reporting WeChat results to Visit California since 2017.

⇒ To accelerate travel to Redding, the year will start by attending the Visit California UK Media Mission where appointments will be conducted with Travel Writers and Influencers to secure stories about Redding. The same type of campaign was conducted the end of 2018-2019 in Canada with professionals committed to coming to the region in the 2019-2020 fiscal year for a first-hand experience for their followers.

⇒ Outdoor adventure is the sweet spot for Redding with the abundance of trails to hike, waterfalls to discover, rivers to raft, lakes to paddle, mountains to climb, and fish to catch. From softer hikes and river rafting to intense mountain biking and rock climbing, Redding has the outdoor variety that international travelers crave to experience. Outdoor adventure, family friendly, and “road tripping” will be the content for all marketing campaigns.

⇒ Redding is the place for multi-generational families to engage in wholesome activities where everyone can participate no matter what the skill level or age of each family member. Many activities around Redding are conducive to both the young and more mature family members. Compared to other countries, the surrounding lakes do not require a wet suit and compared to other California lakes, the surrounding landscape is more esthetically pleasing. Life is good on a lake near Redding.

⇒ The Old West/ Authentic Americana theme is a strong motivator for the international market which fits the culture of Redding and the area surrounding Redding.
**STAFF EFFICIENCY**

The position for group coordinator is going to change to be more of a local Industry Relations support position for local properties than a sales position. Duties will continue to consist of being responsible for managing the RTMG meetings and updates, but the time saved with the responsibility shift will go to facilitating other CVB duties that do not fit the existing job descriptions.

**CUSTOMER SERVICE**

The 2019-2020 fiscal year will be the first year of the new location of the Visitors Desk. An open house will be planned in September with other businesses in the area to celebrate the move. Time will go into making the location inviting to both visitors and the local community. For positive customer relations, the needs are: way signage to the new location, yard improvements, and messaging about the center and what people can expect from a trip to the Visitors Bureau.

**CONCLUSION**

The RCVB knows tourism and uses a multitude of approaches and mediums to reach a mix of potential travelers so the City of Redding can continue to generate Transient Occupancy Tax (TOT) from visitors. More marketing brings more visitors which contributes to the city’s General Fund to finance services for all. The RCVB’s roll in Redding is to generate TOT......