FOR IMMEDIATE RELEASE

Redding City Council accepts funding from tourism group for additional police officer

REDDING, Calif. (Jan. 17, 2018) – The Redding City Council accepted a donation Tuesday night from the Redding Tourism Marketing Group (RTMG)/Shasta-Cascade Wonderland Association to fund an additional police officer for the next four years.

The RTMG – the board of directors that oversee the Redding Convention & Visitors Bureau (RCVB) – will spend less on marketing to give $145,000 annually to help boost public safety.

The donation comes from a portion of the marketing budget funded from a 10 percent transient occupancy tax (TOT), which is paid by visitors in addition to their lodging fee and is not paid by local citizens. The RCVB markets Redding to generate tax revenue of which about 75 percent goes to Redding’s general fund. The remainder of what is collected from visitors is reinvested into more marketing for the purpose of collecting more taxes from visitors.

“It’s our way of giving back to the community and a safer community is important when people decide where they want to visit,” said David Grabeal, chairman of the RTMG board and general manager of Hampton Inn & Suites.

Tourism is considered among the top industries in Redding as travel spending reached nearly $400 million in 2016 in Shasta County, supplying $12.4 million in local taxes, according to a travel impact report from Dean Runyan.

Laurie Baker, the CEO of the RCVB, is supportive of the board’s decision to assist in aiding public safety because Redding citizens will benefit beyond the economic impact given through visitor spending.

“It’s easier to market a safe city and the outcome of the work from our office helps improve the standard of living for everyone,” Baker said. “All of our work benefits the community and this is more direct compared to generating revenue for the city’s general fund.”

Ed Rullman, an RTMG board member and co-owner of Best Western Plus on Hilltop, believes the action will cause a positive ripple effect and generate more money for the city of Redding that local taxpayers won’t have to supply.

“We’re hoping that by investing in our community, visitors will want to return, and that means more support for the city through TOT,” Rullman said.

The annual donation covers one officer, necessary equipment, and transportation while on patrol. The agreement includes an educational component, of which the details have not yet been finalized, designed to help businesses prevent crime. The RTMG board has the option to extend the deal for an additional four years, opening the door for a long-term solution.

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