



**CITY OF REDDING  
MARKETING PLAN  
AND REDDING  
TOURISM &  
MARKETING  
GROUP  
ANNUAL REPORT**

**2020-2021**

# OVERVIEW

As a new decade and a new year approaches it is a good time to review what has worked in the past and what needs to be adjusted for the ever-changing environment. The Redding Convention & Visitors Bureau (RCVB) has a long history of successfully supporting the City of Redding through marketing and promoting what sets the city apart from other destinations – to invite people for the purpose of spending money in the local economy. This year’s role will be to implement recovery and resiliency efforts to foster long-term economic recovery. The RCVB is uniquely positioned to coordinate with local partnerships for the good of the whole community using a post COVID-19 budget of \$600,000 compared to the \$1.495 million budget from the previous year. Far from having to thinly spread funds into the future, the RCVB is able to double that budget with the assessment the lodging properties are adding to the TOT marketing funds. To those familiar with strategic funding, it’s no surprise that a tourism improvement district is greatly contributing to that expanded benefit.

The RCVB, affectionately referred to as Visit Redding due to the organization’s logo and website, has been implementing the most recent vision: “To see Redding thrive as a world class travel destination;” with the mission: “To generate unique opportunities for overnight stays increasing occupancies and revenue for the community through progressive marketing and sales efforts that present Redding as a premiere travel destination,” all while meeting the guidelines of a contract between the City of Redding and Shasta-Cascade Wonderland Association (SCWA). As time progresses, visions and missions change. However, for fiscal year 2020-21, we will keep our eye on the current vision and mission with the goal to recover from the economic downturn caused by COVID-19 and to rebuild Transient Occupancy Tax (TOT) for the City of Redding, which will increase customers for local businesses. As we move through the COVID-19 stages, the messaging integrated into all campaigns are outlined in the chart on this page. The overall objectives created to meet that goal are explained in the first sections of this strategy/marketing plan. The Tourism Marketing Business Improvement District (TMBID) requirements are in the final section and the corresponding budget is on the last page.



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## FORMULATION OF THE STRATEGY

The RCVB team is active in local group meetings as well as one-on-one meetings with many of Redding’s leaders, city staff and community stakeholders. The opinions of the community, combined with best practices from other tourism industry professionals, along with new marketing tools are all being combined into one strategy/marketing document rather than creating three separate documents: a strategy plan, marketing plan, and an Annual Tourism Business Improvement Report.

The quickest opportunity to support local businesses and increase the local tax base is to invite visitors to spend their money in Redding. The largest challenge for increasing the customer base of local businesses is Redding’s limited resources compared to other destinations. Redding’s variety of services are not sustainable from local spending alone. Revenue from outside visitors is necessary to support a standard of living that has come to be expected from the residents of Redding. The economic recovery strategy set forth in this marketing plan will be implemented in stages: helping visitors plan for future travel, sharing Redding’s “Pledge,” showing what is available, and staging Redding as the top choice for travel. COVID-19 recovery is the main goal for fiscal year 2020-21.

## STRATEGY OVERVIEW

Tourism is California’s top export industry contributing to Redding’s economic stability. But that momentum was interrupted by COVID-19, which meant quarter four of fiscal year 2019-20 put all promotion into a pause phase, followed by an interim campaign phase of “Plan Now and Travel Later.” Simultaneously, the team was working on the recovery phase of the “Redding Pledge” to be implemented in fiscal year 2020-21, which is meant to make visitors feel comfortable when traveling to and staying in Redding. The message conveys how Redding offers clean air and open spaces while businesses are following strict protocols – which makes Redding a premier “nearcation” destination. The details of the plan are created to allow for flexibility due to the volatility of the virus and what may still be ahead for communities all over the globe. All previous destination management and marketing

## DISTANCE FROM HOME ON NEXT ROAD TRIP Destination Analysts

DO YOUR RESEARCH

**QUESTION: ON YOUR NEXT ROAD TRIP, HOW FAR AWAY FROM HOME WILL IT BE LIKELY YOU TRAVEL?**

(BASE: RESPONDENTS WHO WILL TAKE A ROAD TRIP, 1,142 COMPLETED SURVEYS, DATA COLLECTED JUNE 5-7, 2020)

SOURCE: CORONAVIRUS TRAVELER SENTIMENT INDEX, DESTINATION ANALYSTS, INC.





beliefs are no longer the norm for what is necessary for post COVID-19. For example, Visit California will be investing \$8 million to advertise within California due to research from the page 4 graph, which is a change from its standard mission of marketing outside California. This means that the competition for Redding against all other California destinations will be far more intense than in previous years. The expected sentiment of driving to vacation is contributing to a spike in Recreational Vehicle (RV) sales, consequently Redding will be adding more RV advertising to set the city apart from the urban areas and to be in the mix of what other California rural destinations will be promoting.

The one unchanged belief of all destination marketing firms is that the generations younger than baby boomers is where growth will transpire. Future prosperity will come from inspiring travelers who are 20 to 40 years of age without completely ignoring the bread and butter of tourism: those who are over 40 years of age.

The tourism industry does not agree upon which market will recovery quicker: business or leisure travel. Experience for Redding's type of business tells us that business (essential) travel will rebound quicker compared to larger cities. For Redding, this means leisure travel is where the city can benefit from new exposure. Ongoing decisions throughout the year for strategy shifts will be driven by the following data sources:

- STR for tracking visitor trends and actual bookings;
- Visa Vue for changes in spending habits;
- Survey cards for changes in visitor habits;
- Geo-fencing tracking for effectiveness of marketing;
- Website surveys by Destination Analysts for visitor interests;
- Individual campaign tracking to evaluate ongoing adjustments.

## LEISURE MARKETING

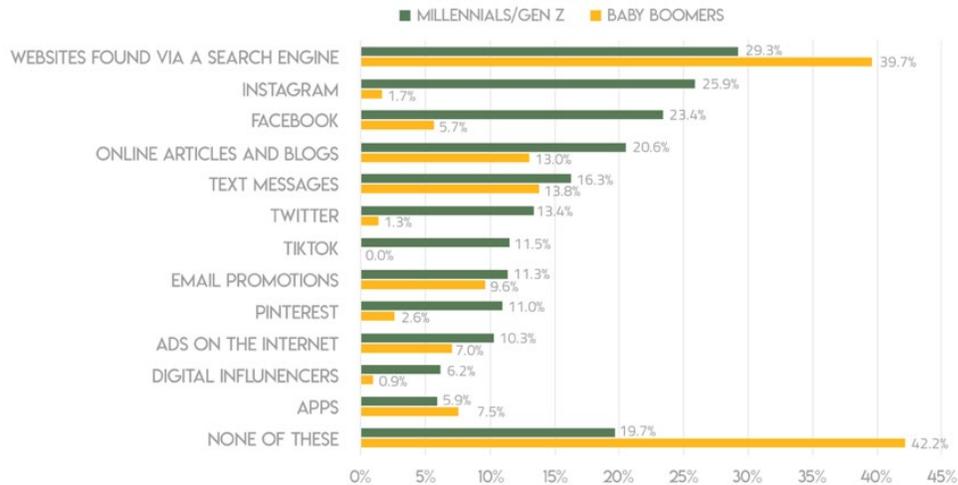
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The excellent work of Redding's search engine marketing (SEM) and search engine optimization (SEO) keeps Redding at the top of many internet searches. This year, the team will not only be monitoring what is best for Redding, but also what will best capitalize on Visit California's \$8 million in-state campaigns.

Due to the RCVB's close work with Visit California, the RCVB knows their strategy but not their tactics, which is why portions of the 2020-21 marketing budget are geared to allow flexibility for as much participation as possible. We do know Visit California is offering discounts to destinations contracting with Trip Advisor, Expedia, and Urban Media. Urban Media accesses mobile location data from more than 300 million devices in America (1 billion globally), and uses this data to understand where tourists

come from, including their origin zip codes, their length of stay, what neighborhoods they visit, what locations they eat, shop, stay, and sightsee at, as well as demographic specifics, how events impact their travel, and so much more.

**MEANS OF TRAVEL RESEARCH FOR NEXT LEISURE TRIP** Destination Analysts  
DO YOUR RESEARCH



The full-year COVID-19 recovery plan will start with the following tactics which are in-line with how people search for their next leisure trip (see graph above):

- A Sacramento Fox TV paid campaign that is media driven and therefore has an organic feel, but with the ability to influence.
- A DogTrekker spotlight for Redding to capitalize on the demand for people to travel and get outdoors.
  - Over 1.67 million responses from a Nielsen/Scarborough study stated they like swimming, camping, boating, and fishing. Half of those responding said they are planning a beach/lake family trip or a mountain vacation. Of those surveyed, 77 percent want to see coverage of off-the-beaten-track dog-friendly destinations. The RCVB promotes most of these activities making DogTrekker a good match for Redding.
- Hulu to reach those who are not yet ready to travel and streaming more TV.
  - Daily viewership has increased 18 percent since the beginning of March 2020 with a large viewership of 20 to 40 year olds who will see Redding’s messaging.
- Digital campaigns in the Bay Area to reach those who are ready to get out of the confinements of urban life. According to a May 2020 survey by Destination Analysts in the wake of the coronavirus, 50.8 percent of travelers’ plan to take more regional trips (near their homes) and avoid long-haul travel (graph on page 4).



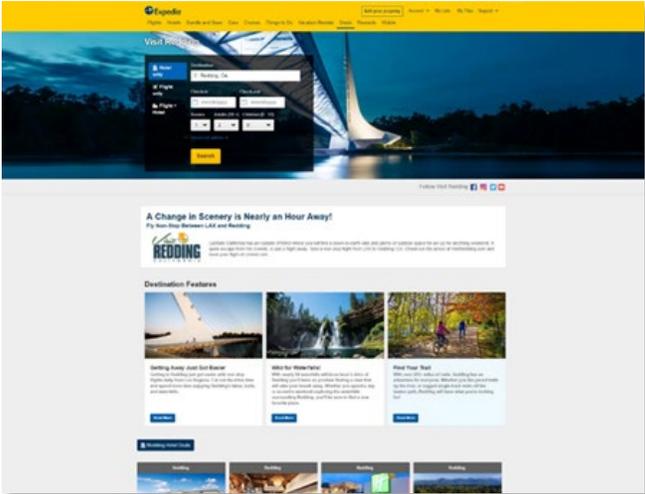
In harmony with Visit California’s chosen platforms and Destination Analysts research, the Redding CVB’s marketing for the 2020-21 fiscal year will highlight the area’s road trips and outdoor recreation to promote social distancing. This will involve campaigns with an increased focus on our core drive markets from the Bay Area and Sacramento using the following platforms.

### HULU

In addition to Hulu’s growth, viewers are 40 percent more likely to have made a travel reservation online in the last year. This platform offers exceptional targeting capabilities, allowing for ads to be focused not only on specific regions but on viewer behavior and interests, ensuring that Redding’s ads are delivered where they will have the most impact.

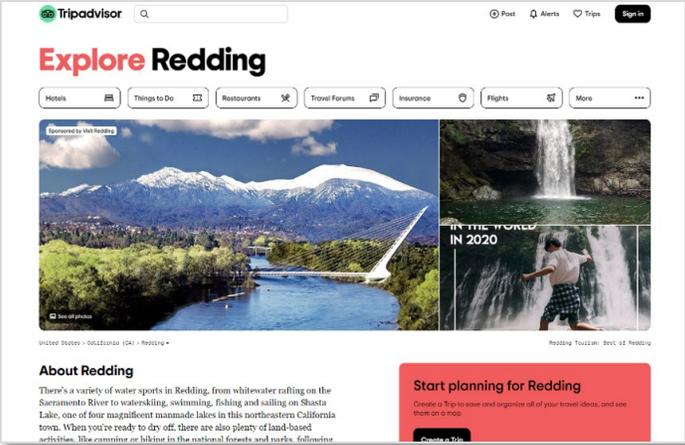
### EXPEDIA

Expedia offers opportunities like no other advertising platform, putting Redding’s message in front of a highly travel-minded group of people, and allowing visitors to book their trip on-site immediately after seeing a Redding ad. A 2019 Visit Redding campaign with Expedia led to more than 100 room nights booked with the platform. In a time where helping our lodging partners recover and increase business is paramount, Expedia offers an excellent marketing opportunity to do that in a very tangible way.



### TRIP ADVISOR

With 375 million unique monthly visitors (UMV), and more than 11 million listings worldwide translated into a multitude of languages, TripAdvisor is the world’s largest travel site with 7 out of 10 travelers using the site at some point. These statistics make Redding’s presence during the recovery period more important than ever. Between banner ads,





sponsorship of the site's official Redding page (*see page 7*) and on-site social engagement, the RCVB will leverage TripAdvisor to showcase the area and make sure Redding remains a top-of mind vacation spot as people return to travel. This campaign will be amplified with Visit California discounts and advertising expertise.

### **VIA MAGAZINE**

AAA's Via Magazine has always been a cornerstone of the RCVB's print strategy. Via Magazine goes out to a dedicated audience of travelers – in fact, readers of Via take 2.5 times more trips per year than the average U.S. adult. The RCVB will continue to place its ads in the magazines "discover" insert; a special insert sent to 500,000 homes in the greater Sacramento and Bay Area – perfectly targeted to Redding's core drive market.

### **SUNSET MAGAZINE**

With 1 million magazines delivered per issue, Sunset Magazine's circulation speaks for itself. Travel is a foundation of the Sunset brand, and with an audience of West Coast readers, it is well-placed for Redding's message. Prior years marketing with Sunset have brought in over 1,000 requests from readers for more information on the Redding area. With the magazine's commitment to travel-based content, Sunset remains a strategic place to find consumers with a vested interest in travel.

### **TRAVEL AND ADVENTURE SHOWS**

The RCVB will have a booth at both the 2021 Los Angeles and Bay Area Travel and Adventure Shows. The two shows have a combined attendance of over 50,000 people and offer a unique opportunity for the RCVB team to talk to potential travelers directly and learn just what excites them about our area. This unique opportunity has a two-fold benefit of selling Redding as a premier vacation destination and gathering sentiment for what to market and how. The Bay Area show is a fantastic place to promote Redding to interested travelers in the heart of our key drive market, while the Los Angeles show allows us to build on prior years momentum and fits the industry estimate that families will once again go back to the longer car vacations of generations past.

### **BROCHURE DISTRIBUTION**

With an increase in road trips on the horizon, it remains more essential than ever for Redding to have a presence at stops along the journey. Certified Folder supplies key locations such as visitor centers, hotels, and roadside attractions in California, Oregon, and Washington with Redding visitor guides and trails maps. Prior years have seen great success with this distribution method, with over 20,000 Redding brochures being distributed from Certified brochure racks.

# WEB DEVELOPMENT

## INFORMATION SOUGHT ON WEBSITE

Destination Analysts  
DO YOUR RESEARCH



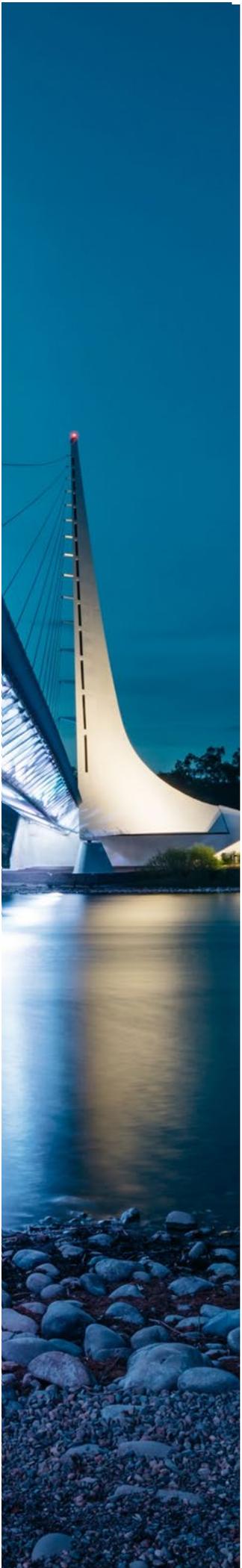
WHICH OF THE FOLLOWING TYPES OF DESTINATION INFORMATION ARE YOU MOST INTERESTED IN?  
(SELECT ALL THAT APPLY) BASE: 12,637

Information shown in the above graph was gathered from destination websites nationwide including VisitRedding.com. This information shows the Redding website has been created and is displaying the information expected by travelers. VisitRedding.com remains a core aspect of the RCVB’s marketing strategy with 80 percent of site users being new to the site and pulled in from advertising. The site is an essential tool in the RCVB’s arsenal for educating the public on the art and culture of Redding and the recreational opportunities surrounding the city. The 2020-21 fiscal year will see the team building on prior year’s successes while implementing updates to both content and functionality to reflect the data collected from this ongoing research.

The prior year’s progress was evaluated by an independent expert hired by the Redding City Identity Project (RCIP) and this is what was said:

*“Visit Redding site really is a well maintained and high quality site. It has over 50K visitors per month from all over the world. It has 250K links coming to it from other sites on the internet. The website has about 5000 pages in Google index.”*

**Jukka Jumisko**  
**President, WSI Digital Marketing Consultant**

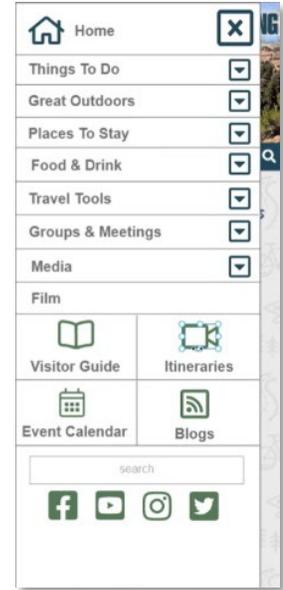


## UPDATED MOBILE MENU

With more than 75 percent of traffic to the site coming from mobile users, having a mobile-friendly site remains a top priority. In the 2020-21 fiscal year, the mobile menu will see a complete overhaul, with improved navigation, and dynamic icons highlighting top visited pages and Visit Redding's social content.

## LISTINGS FILTER

Listing pages showcasing area attractions are a cornerstone of VisitRedding.com. New updates will see a filtering system for those listing pages added to the site, allowing users to better customize the types of attractions they see on a page than is offered with the current search option.

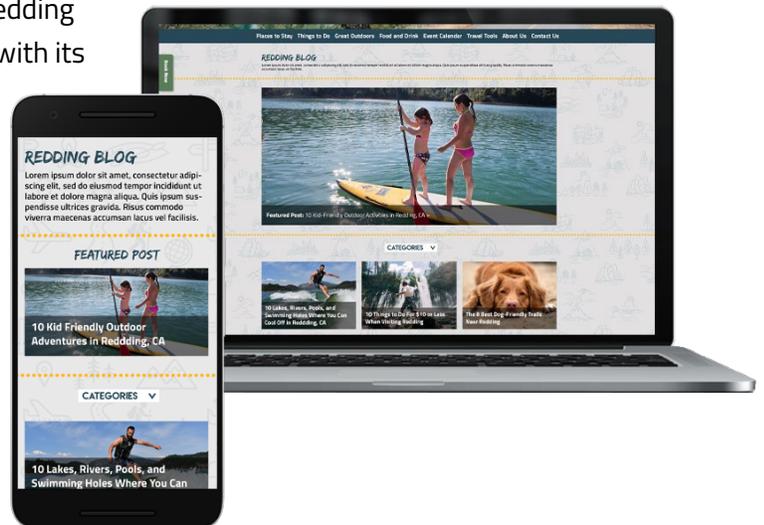


## CROWDRIFF

The CrowdRiff program makes it easy for the RCVB team to find and showcase engaging user-generated content (UGC). This content is used throughout the teams' marketing efforts, for everything from ads to social posts to photo galleries on VisitRedding.com. Visitors who interact with a CrowdRiff gallery stay on the site nearly five times longer than those who don't. The use of CrowdRiff is being expanded this year to offer a downloadable library.

## BLOG UPDATE

Since its introduction, the Visit Redding blog has been a rousing success with its engaging content producing some of the top visited pages on the site. A complete overhaul of the main blog page is planned for the coming year, allowing for a more dynamic layout, making it easier to find particular blog content and for more visually engaging stories.



## SPORTS

In conjunction with the new fields at the California Soccer Park, and recent upgrades at Big League Dreams, the RCVB will coordinate familiarization (FAM) trips for



event owners and directors so they can see the region and facility offerings. The team plans to reach out to organizations suggested by the sport parks to invite those who are the best fit for Redding. Advertising will continue with key sports industry publications including SportsStars Magazine, Sports Planning Guide, and Sports Events Magazine to reach sport governing bodies, local, national and regional directors, as well as sport organizations & associations. Affiliation with Sports ETA (formerly National Association of Sports Commissioners) will continue and the RCVB will seek new opportunities that fit our sports facilities and regional offerings. We anticipate hosting the International Slow Pitch Softball State Championship as well as welcoming back the Nor Cal High School Mountain Bike event during the 2020-21 fiscal year.

## LOCAL EVENTS

The RCVB is very active with local organizations to be aware of what is transpiring, as well as supporting local events and projects. Fiscal year 2020-21 will continue with this type of connectivity with campaigns such as the Redding City Identity Project (RCIP). The team will work with the RCIP Ambassadors to distribute the "Itineraries by Locals" created in 2019-20. The itineraries will be on the Redding website, they will be downloadable and published in a booklet. As in years past, the team will continue to work on the RCIP search engine optimization (SEO) and the city messaging project, as well as supporting Kool April Nites, Big Foot Mountain Bike Challenge, Shasta Mud Run, Hops & Shops, and more. The creation of maps are popular to many, therefore the team will continue to make maps as necessary, similar to the way the downtown walking map was created and distributed. All maps, photos and video content created by the RCVB are free to use for all local events and businesses.

## FILM

Shasta County is uniquely poised to respond to production requests as one of the first counties in the state to roll through the reopening guidelines and the majority of our permitting agencies opened for filming. Film Shasta will continue to provide a local incentive program established to cover a portion of the increased costs that productions face by filming in a more rural region, as well as ensuring productions are following location guidelines. This service enables the film office access to accurate economic impact information. Film Shasta will have a presence at key film events and in key print publications such as California Locations Guide, International Locations Guide, Kemps Film and TV (KFTV), Creative Handbook, Screen International, and Location Managers Guild International (LMGI). Partnerships and affiliations with the California Film Commission (CFC), Film Liaisons in California Statewide (FLICS), Association of Film Commissioners International (AFCI), and LMGI will keep Film Shasta up-to-date on industry trends and provide new filming opportunities. In addition to supporting productions, support 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. Film Shasta is planning to host a film FAM tour for filmmakers to directly experience the diversity of Shasta County's top film-friendly locations.

## PUBLIC RELATIONS

### TRAVEL WRITERS/INFLUENCERS

Bringing high-profile travel writers to Redding is an affordable, effective and credible avenue to show Redding is the place to visit for the purpose of building our local economy back to where it was before the pandemic. Travel writers increase the visibility of Redding both nationally and regionally and it appears in an organic way. As in years past, writers, media members and influencers will be rigorously vetted and invited according to budget constraints. Experiencing Redding first-hand allows the media member to write with authority for their publication, creating authenticity for the reader. Deskside meetings with top-tier media outlets in New York City have proven to be very successful and will





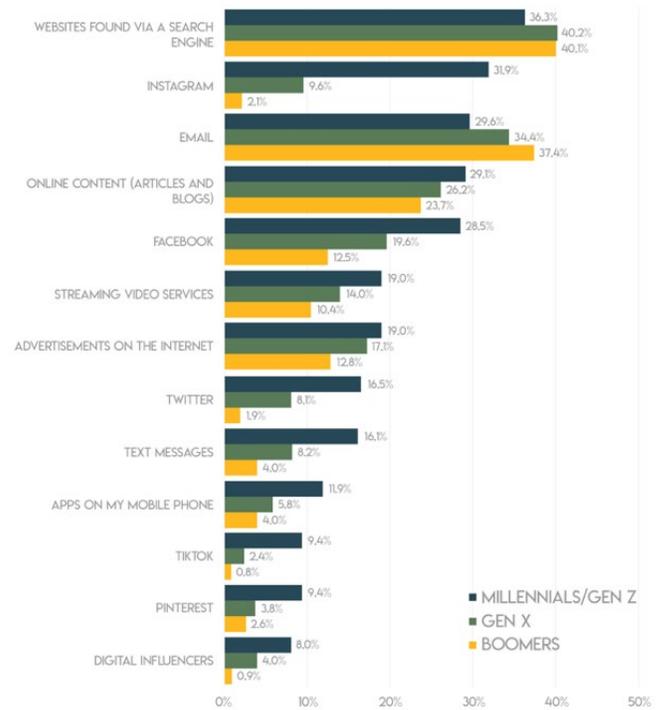
therefore be part of the 2020-21 marketing plan. To connect the RCVB with media members on an annual basis creates lasting relationships that continue to produce results beyond the expectations and requirements for hosted travel writers. A total of six media visits are projected for the 2020-21 fiscal year along with one group influencer trip, either in the fall or spring, weather and budget permitting.

## EMAIL MARKETING/NEWSLETTERS

Along with SEM as described earlier in this marketing plan, email marketing is also an influential tactic when attracting visitors. A seasonal consumer newsletter highlights key events, attractions and trip inspiration to a list of potential travelers who have shown interest in visiting Redding. Integrating email marketing for the 2020-21 marketing plan is both cost-effective and productive due to the lengthy list of email recipients built over years of attending industry tradeshows. A local newsletter will be distributed monthly, which shares the RCVB’s projects and accomplishments with local business and community leaders.

### WHERE TRAVELERS ARE MOST RECEPTIVE TO DESTINATION MARKETING

Destination Analysts  
ON YOUR RESEARCH



Q: PLEASE THINK ABOUT HOW TRAVEL DESTINATIONS COULD BEST REACH YOU WITH THEIR MESSAGES RIGHT NOW. WHERE WOULD YOU GENERALLY BE MOST RECEPTIVE TO LEARNING ABOUT NEW DESTINATIONS TO VISIT? (PLEASE SELECT ALL THAT APPLY)

## PARTNERSHIP WITH VISIT CALIFORNIA

The RCVB’s partnership with Visit California through the SCWA is instrumental in attracting visitors to Redding. Contributing media pitches and social media content to Visit California for its “What’s New” series and rotating story ideas and pitches will be part of the marketing plan for 2020-21 as in years past.

## DIGITAL ASSET MANAGEMENT

A digital library of organized photos and videos of Redding and UpStateCA will be made available for the media, organizations and businesses to access. The 24/7



availability of the page on the Visit Redding website will allow anyone in need of a photo, b-roll, or produced video to access the library free of charge and meet deadlines for articles or projects. The stunning visual elements allow Redding to be promoted more broadly and accurately with up-to-date photos of locations. Other organizations within the city will be invited to share their assets as well to create a cohesive and comprehensive library available for everyone.

## **SOCIAL MEDIA**

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### **PLATFORMS**

Utilizing social media channels is a fun and efficient way for the Redding CVB to help Redding recover from the pandemic. Targeting potential travelers on evolving and engaging platforms allows the RCVB to guide the conversation and establish an online community to keep Redding top of mind. Campaigns will be built around images and video content and distributed across Facebook, Instagram, and YouTube, while also reaching consumers on Twitter and Pinterest. The social strategy includes extending Redding's reach through seasonal campaigns with Facebook and Instagram carousel ads. TikTok, the newer of the above-mentioned platforms, is planned for addition to the social media mix in 2020-21 to then be further distributed through Snapchat. Delivering year-round creative and visually appealing content on the full gamut of social platforms puts Redding on the map for travelers of all demographics.

### **VIDEO**

Video is a powerful way for the RCVB to grab the attention of potential customers and convince them to travel to Redding. A compelling visual element resonates with the audience, giving them a desire to experience the activities and attractions in Redding. The RCVB's strategy is utilizing local talent to balance quality with quantity in video production, finding the right mix of both that fits the time constraints and financial resources available. The strategy is fulfilled by sharing and displaying the produced videos across multiple platforms, including digital, television and social media. Not only are videos used for campaigns, but they are also shown at the Redding airport, on the Redding access channels, and in many lobbies of lodging properties. The plan for 2020-21 is to find a way to allow properties without cable to be able to show Redding videos in the individual rooms.



## REDDING VISITORS DESK

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Due to COVID-19, cuts in funding caused the visitor desk hours to be reduced to Monday through Friday. Extra protocols are being instituted such as a sneeze guard for the front desk, possible mask requirements, no contact hand sanitizer machines, and sanitary spray used throughout the day on a regular schedule.

## OUTSIDE CALIFORNIA/INTERNATIONAL

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In years past, the RCVB partnered with SCWA, Visit California, and Brand USA to promote Redding as the hub city of UpState California for the purpose of driving overnight stays in Redding by utilizing the assets of the entire region. To build our local economy back to pre-pandemic hotel occupancy levels, it will be important for the RCVB to continue these partnerships by following Visit California's lead with marketing in the year ahead. The hub-and-spoke approach with travelers overnighing in Redding, taking day trips to explore neighboring attractions has proven to be successful in driving TOT revenue. The strategic plan for the 2020-21 year is to limit the amount of international marketing but keep Redding's presence with a few key programs. For example, Tour Operator Land is a service that matches tour operators with destinations. Redding received 116 downloads from tour operators of itineraries, photos and video, making this source an efficient way to get Redding's information into the hands of tour operators.

The RCVB's strategy is to partner with Visit California promoting California road trips in publications through social media with the travel trade and journalists while optimizing website SEO to take advantage of the work conducted by Visit California. Canada will be the top international target market. British Columbia is an extended drive market which historically has the highest international overnight visitation to Redding.

Attending conferences in the coming year promoting Redding to international tour operators and receptive operators will be based on options offered post COVID-19. We take a strategic approach in selecting conferences forecasting the highest return on investment and percentage of overnight travel to Redding, resulting in revenue for local businesses and the City of Redding.

- Road Trips Visit California is a tried-and-true publication and therefore will be included in Redding's offering because it reaches California, USA, and international markets.

- Visit California does a fantastic job of promoting top destinations to viewers throughout California, the USA and globally through its e-newsletter. This vehicle will be used twice in the 2020-21 fiscal year because it not only reaches the right people, but it is a trusted source of information.
- Other campaigns are outlined in the budget on the last page of this report.

## INDUSTRY RELATIONS/GROUP BUSINESS

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Bringing group business to Redding is beneficial to increasing tax and business revenue to the City of Redding. Bus tour business is a good fit for Redding because once a tour company has included Redding they become a constant renewal of low-maintenance business. In addition, bus tours can stay at most lodging properties in Redding, which compliments the meeting business housed at the larger properties and creates compression for the smaller properties, thus spreading the business throughout Redding. New itineraries are being created for both previous and new contacts with the main focus for the next year being student youth groups amongst the full spectrum of all group tours and bus tours. The office will shift focus throughout the year as we monitor visitor sentiment for travel.

Even with the near future of large gatherings being tentative due to COVID-19, meetings will still be part of the overall groups strategy for the RCVB directed at booking meetings for 2021 and 2022 with outdoor venues highlighted as a safe place to meet.

To get a fresh start at building Redding's group business, the 2020-21 fiscal year will be used to:

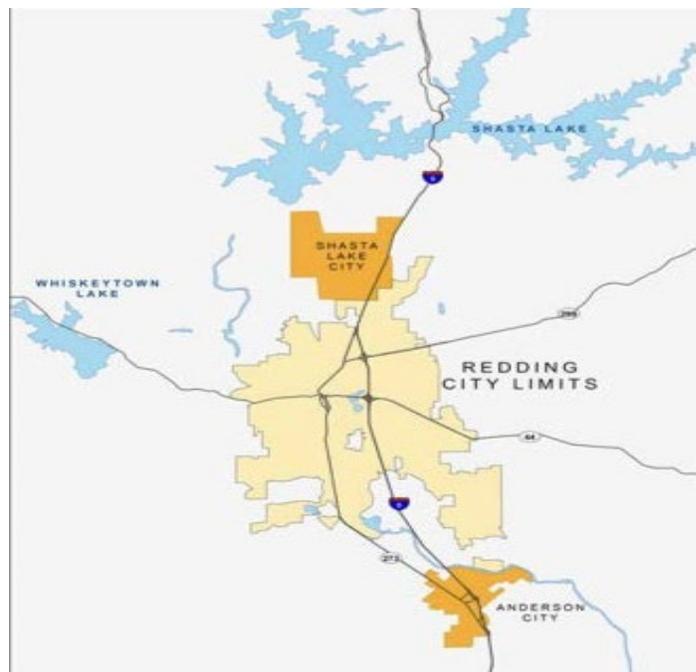
- Update the Redding meeting guide;
- Upgrade the group tour and meeting planner sections of the website;
- Invite event planner and bus tour operators to Redding for site visits.

Even though Redding's airport is updated, acquiring more flights, working at increasing plane sizes, and looking to expand routes, the flight lift can't accommodate large meetings from distant places. Therefore, meeting planner outreach will be directed toward planners located in Sacramento and Bay Area markets.

## TMBID ANNUAL REPORT SECTION

This 2020-21 annual Report section is being submitted as required by the property and business improvement district law of 1994, streets and highway code section 36650 et seq.

- An estimated \$700,000 surplus revenue from the 2019/2020 budget year is being carried over into the 2020/21 fiscal year beginning July 1, 2020, for a total estimated marketing spend of \$1,375,000. The excess amount being carried over was due to the COVID-19 caused halt in marketing efforts in quarter four.
- 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 as depicted in the map below.
- There are no proposed changes to the method or basis of levying the assessment as compared to previous years. The assessment amount is 2 percent of short-term room rentals (stays of 30-days or less) with the City of Redding receiving a 1 percent collection fee.
- All TBID funds are spent according to the TMBID Management Development Plan for the specific benefit of those who remit such assessments.
- 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 activities funded by the TBID for the benefit of Redding lodging properties are listed in the second column of the budget on the final page of this report.

- Sponsoring large events;
- Create video for social media, commercials, the website and itineraries;
- Advertising on billboards and through digital outlets;
- Promotion to international markets in partnership with Visit California and Brand USA;
- Advertising through tourism print publications;
- Promotion through TV, public relations, and social media campaigns to increase lodging occupancy;
- Website development: Booking engine, Go Daddy, software to share video and photos;
- Wine & Beer app marketing support;
- Promoting for sports events, meetings, and bus tours to stay in Redding;
- Presenting Redding properties at consumer and trade shows;
- Pay for marketing personnel and administrative costs to run the TBID as allowed in the MDP.

## CONCLUSION

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The Redding Tourism Business Improvement District (RTBID) was established as a source to add to the Transient Occupancy Tax funds for the purpose of marketing Redding. To be eligible to have a TBID, a board of directors had to be created for managing the funds. The 12-member RTMG Board of Directors for the 2020-21 fiscal year is comprised of lodging properties to assure that all funds are spent for the specific benefit of those who remit such assessments, as outlined by the State of California and in the RTMG bylaws.

To prevent duplication of resources, the City of Redding chose to have the RTMG Board of Directors manage the Redding CVB office with the purpose of marketing Redding with TOT funds to increase future TOT funds. The two funding sources managed by the RTMG and implemented by the RCVB work together to create a more robust marketing plan. The Shasta-Cascade Wonderland Association (SCWA) was contracted by the City of Redding as the organization to give structure for employee management since that organization was already established as a legal business and it understood the importance of tourism, not just marketing.

With all of that in place, this strategic/marketing/TBID annual report is being presented to the City of Redding and is on file for the State of California.

## BUDGET

BUDGET ITEM	Proposed 2020-21 Budget	
	TOT	RTMG
<b>Contractual 2019/2020 Payments</b>	<b>\$600,000.00</b>	<b>\$675,000.00</b>
Starting Bank Balance	\$250,000.00	\$700,000.00
2019/2020 Fiscal Budget	<b>\$850,000.00</b>	<b>\$1,375,000.00</b>
Support Sponsorships	\$43,781.00	\$50,000.00
Joint Projects - Content Creation, Visitor Data Collection	\$0.00	\$136,501.50
Billboard/Outside Signage	\$0.00	\$84,194.00
Digital Marketing Campaigns	\$0.00	\$254,307.00
International/Domestic outside California	\$36,000.00	\$63,750.00
Local maps/brochure distribution	\$18,000.00	\$0.00
Film Commission	\$67,245.00	\$0.00
Print Advertising Placement	\$0.00	\$101,658.50
Broadcast and Streaming TV	\$0.00	\$142,600.00
Public Relations	\$0.00	\$78,000.00
Social Media - Leisure Market	\$0.00	\$84,600.00
Web Development	\$51,800.00	\$38,047.00
Brochure Printing	\$25,500.00	\$0.00
Sports and Local Events	\$6,000.00	\$41,752.00
Meetings and Bus Tour Business	\$0.00	\$81,200.00
Local Gift Bag Supplies	\$20,000.00	\$0.00
Consumer Shows/Tradeshows	\$0.00	\$26,235.00
<b>Marketing/Advertising/PR (25%) Goal TOT \$150,000</b>	\$268,326.00	
Operating and Materials	\$205,975.00	\$45,000.00
Membership Dues	\$13,113.00	\$0.00
Conference Registration	\$7,579.00	\$0.00
Personnel & Fringes	\$321,000.00	\$120,125.00
RTMG Fees and Taxes		\$30.00
City Fee for TMBID collection		\$6,750.00
Contingency	\$34,007.00	\$20,250.00
<b>Total</b>	<b>\$850,000.00</b>	<b>\$1,375,000.00</b>

\*TOT funds are provided by the City of Redding on a contractual basis.

\*RTMG funds are generated by lodging properties from an additional 2 percent self-assessment from the TMBID.