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ANNUAL REPORT

2019/20

CEO MESSAGE

It has been a pleasure for the Redding Convention and Visitors Bureau team to implement a five-year contract for the City of Redding to encourage travelers to visit for the purpose of generating Transient Occupancy Tax (TOT) and sales tax paid for by tourists. The expectations were met all five years and are as follows:

1. Marketing plans were submitted each year by July 1.
2. Annual reports were submitted each year by September 30.
3. Monthly reports were submitted to Community Services Advisory Committee (CSAC).
4. A minimum of three marketing professionals were designated for Redding marketing activities with one being the CEO and one being the Film Commissioner.
5. The existing toll-free and regular phone numbers inherited from the City of Redding were maintained.
6. No less than 25% of the compensation provided was used for PR, marketing, and promoting the City of Redding.
7. No less than 5% of the compensation provided was used to promote Redding internationally as the primary lodging destination for the Shasta-Cascade region.
8. Maintained the website – visitredding.com and/or visitredding.org – ownership of the URL's to reside with Redding Tourism Marketing Group (RTMG).
9. By the expiration of the renewal period, a total of at least 20-minutes of video was produced into final form with a five-minute hotel video being part of the 20-minutes.
10. At least three separate four-color brochures were produced annually.
11. Visitor desk services were offered five days a week, eight hours a day, as well as providing visitor services six hours a day on Saturdays at the California Welcome Center in Anderson.
12. Quarterly meetings were held for the RTMG and the City to discuss marketing activities.
13. Data was collected and evaluated to determine marketing effectiveness.
14. Best efforts were made to coordinate marketing with Turtle Bay Exploration Park, and other Redding designations, e.g. Big League Dreams, the California Soccer Park, the Redding Civic, which included tracking room nights from conventions that could be booked when the School of Supernatural Ministry was not in session and entertainment was not booked.

Example of
the RCVB's
marketing
materials



BUDGET PLANNED/AMENDED/ACTUAL

Budget Item	Marketing Plan Budget July 1, 2019		Board Approved Amended Budget		Actual YE 6-30-20	
	TOT	RTMG	TOT	RTMG	TOT	RTMG
2019/2020 Payments	\$1,495,570.00	\$1,138,000.00	\$1,495,570.00	\$1,138,000.00	\$1,495,555.92	\$1,130,343.73
Starting Bank Balance	\$115,000.00	\$300,000.00	\$184,671.30	\$600,000.00	\$186,223.29	\$600,000.00
Refunds					\$9,000.00	\$67.09
2019/2020 Fiscal Budget	\$1,610,570.00	\$1,438,000.00	\$1,680,241.30	\$1,738,000.00	\$1,690,779.21	\$1,730,410.82
Support Sponsorships					\$7,000.00	\$7,000.00
Public Safety	\$250,000.00		\$250,000.00		\$250,000.00	
Swat Vehicle	\$300,000.00		\$300,000.00		\$300,000.00	
Host Compliance Software	\$20,000.00		\$21,839.00		\$21,831.00	
Subtotal	\$570,000.00		\$571,839.00		\$571,831.00	
Redding CVB Marketing Budget (\$1,040,570)						
Support Sponsorships	\$63,000.00	\$40,000.00	\$107,000.00	\$115,000.00	\$95,000.00	\$22,676.67
Joint Projects	\$0.00	\$110,000.00	\$0.00	\$115,000.00	\$0.00	\$28,615.00
Billboards/Outside Signage	\$0.00	\$83,904.00	\$0.00	\$83,904.00	\$0.00	\$80,444.00
Digital Marketing - Leisure Market	\$0.00	\$230,500.00	\$0.00	\$280,500.00	\$45,000.00	\$76,304.28
International (CVB 5% Goal \$46,287.50)	\$70,000.00	\$98,350.00	\$70,000.00	\$97,095.00	\$56,666.87	\$12,375.00
Domestic Marketing	\$18,000.00	\$0.00	\$18,000.00	\$0.00	\$15,929.67	\$0.00
Film	\$94,900.00	\$0.00	\$94,900.00	\$0.00	\$24,924.52	\$4,710.00
Print Advertising - Leisure Market	\$0.00	\$132,650.00	\$0.00	\$132,650.00	\$0.00	\$69,805.00
Tourism Radio and TV	\$0.00	\$160,000.00	\$0.00	\$200,000.00	\$29,999.98	\$83,913.54
Public Relations - Leisure Market	\$0.00	\$96,000.00	\$0.00	\$96,000.00	\$0.00	\$56,260.28
Social Media - Leisure Market	\$0.00	\$96,600.00	\$0.00	\$96,600.00	\$0.00	\$32,082.23
Web Development	\$72,150.00	\$26,809.00	\$72,150.00	\$29,500.00	\$61,399.92	\$19,845.00
Brochures	\$37,500.00	\$0.00	\$37,500.00	\$20,000.00	\$23,528.72	\$0.00
Sports and Local Events	\$16,000.00	\$59,357.00	\$16,000.00	\$59,357.00	\$7,175.89	\$32,916.62
Groups/Conv/Bus Tours	\$0.00	\$73,000.00	\$0.00	\$92,100.00	\$0.00	\$46,012.78
Misc/Giveaways	\$25,000.00	\$7,000.00	\$25,000.00	\$37,000.00	\$18,057.68	\$0.00
Consumer Shows/Tradeshows	\$0.00	\$41,630.00	\$0.00	\$66,630.00	\$0.00	\$10,258.11
Marketing/Advertising/PR (25% goal \$231,392)	\$326,550.00		\$313,550.00		\$276,016.38	
Operating and Materials	\$252,360.00	\$19,600.00	\$254,400.00	\$44,064.00	\$197,097.04	\$17,973.77
Membership Dues	\$16,025.00	\$0.00	\$16,025.00	\$0.00	\$12,111.87	\$0.00
Conference Registration	\$20,050.00	\$0.00	\$20,050.00	\$0.00	\$9,204.00	\$0.00
Personnel	\$312,396.00	\$117,070.00	\$321,396.00	\$127,070.00	\$259,058.63	\$107,301.77
Other Expenses	\$43,089.00	\$45,530.00	\$55,981.30	\$45,530.00	\$0.00	\$11,333.45
	\$1,610,470.00	\$1,438,000.00	\$1,680,241.30	\$1,738,000.00	\$1,426,985.79	\$712,827.50

25% GOAL: \$231,392 - ACCOMPLISHMENT 28.13% / 5% GOAL: \$46,278 - ACCOMPLISHMENT 5.8%

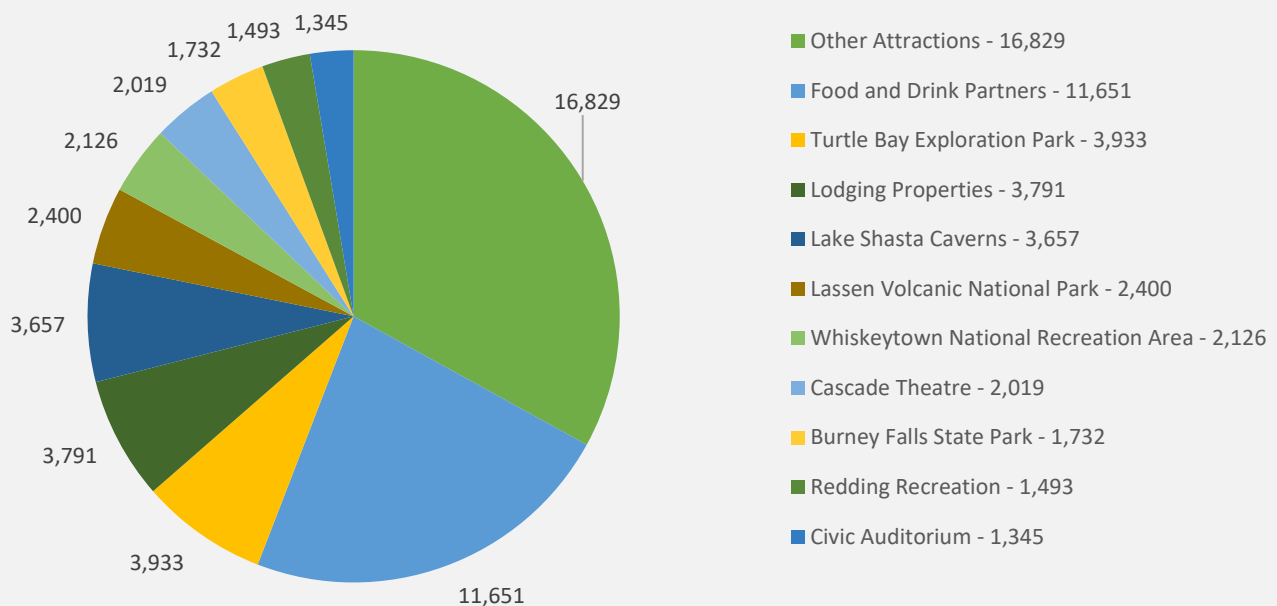
WEBSITE IMPACT

GOAL: INCREASE LOCAL STAKEHOLDER SUPPORT AND TOURISM IMPACT

ACCOMPLISHMENTS: ADS BROUGHT TRAFFIC TO WEBSITE AND OUT TO PARTNERS

Integrated efforts with ads, public relations, search engine optimization, and search engine marketing throughout the year along with various updates to VisitRedding.com attributed to bringing traffic to the websites of our local partners.

JULY 2019 - JUNE 2020: CLICKS FROM VISITREDDING.COM TO PARTNER WEBSITE/SOCIAL - 50,976 TOTAL CLICKS



Top 2019-20 VisitRedding.com updates - specifics:

1. Webcam: Replaced the webcam Turtle Bay allows us to put on their grounds so people can view activity on the Sundial Bridge.
2. Itineraries: Added 11 new itineraries for day, weekend, and weeklong activities.
3. Mobile functionality: Attraction detail pages were updated to minimize scroll.
4. Updated Food & Drink: More than 200 new photos added.
5. Reduced Bounce Rate: New cookie banner dropped the bounce rate 52.11 percent.



Top 2019-20 FilmShasta.com updates:

1. Local cast, crew, and vendors: Added 36 new users for a contract total of 137.
2. Digital Location Gallery: Added 50 new film-friendly locations for a contract total of 500.

GO TO [VISITREDDING.COM/BLOG](https://visitredding.com/blog) TO VIEW BLOGS.

BLOGS HOUSED ON VISITREDDING.COM	2019-20	CONTRACT TERM
Articles Published	24	63
Pageviews	130,176	201,031
Page Duration	1:18	1:14

RANK	TOP WEBSITE BLOGS FOR 2019-20	PAGEVIEWS
1	The 11 Best Hikes in Northern California	44,040
2	10 Amazing Waterfalls to see in Northern California	32,716
3	5 Waterfalls in a Day: Redding's Waterfall Loop	27,638
4	8 Natural Wonders to Explore Around Redding, CA	12,456
5	10 Awesome State & National Park Day Trips Worth Taking from Redding	10,781

VIDEO PRODUCED

GOAL: 20 MINUTES OF FINISHED VIDEO BY CONTRACT END DATE
ACCOMPLISHMENT: 295 MINUTES, 30 SECONDS

The 295 minutes, 30 seconds of finished video for groups, sports, film, and leisure travel met the contracted requirement of 20 minutes of video to be completed by the end of the five-year contract. New video content was produced every year and integrated across all marketing platforms: digital, social, public relations, and streamed and traditional television. Finished videos were shared with local stakeholders, the Redding Airport, as well as displayed on United Flights, on VisitRedding.com, and in hotels. Film Shasta videos can be viewed at <https://bit.ly/2HfBj1V>, and Visit Redding videos can be viewed at <https://bit.ly/3bT2xqu>, or a spreadsheet can be requested from the Redding CVB team. The five-minute video was shared directly with the City of Redding, hoteliers and posted to YouTube.



FOUR-COLOR BROCHURES

GOAL: 3 COLOR BROCHURES

ACCOMPLISHMENT: 14 COLOR BROCHURES

The 14 four-color brochures met the contracted requirement of three separate color brochures to be completed during the five-year contract. The Redding Visitor Guide, Redding Trails and Waterfalls Map, and Redding Flat Map were printed annually all five years with major redesigns in 2018 and 2019. The more popular brochures added after the initial contract year were: Sports Facilities Guides, Film Guide, Tour Bus Brochure, Fall Color Brochure, and the Downtown Walking Map.



RCVB
brochures
produced
from
2015 to
2020

INTERNATIONAL ACTIVITIES

GOAL: INCREASE TRANSLATED CONTENT AND EXPOSURE FOR REDDING

ACCOMPLISHMENT: TARGETED CORRECT COUNTRIES FOR A 116.2% INCREASE

The minimum 5 percent compensation for international promotion was effectively managed to reach 11 countries in partnership with Visit California, US Travel, Brand USA, North Coast Tourism Council, and Shasta-Cascade Wonderland Association to sell Redding as the hub of UpState California. The countries reached for fiscal year 2019-20 were the United Kingdom, Australia, Canada, Germany, China, Mexico, Scandinavia, Austria, and Switzerland. Campaigns were translated into German, Spanish, and Mandarin, supplying the three zip codes in Redding \$3,001,500 in international spend from Visa Cards only in 2019. The actual amount spent was even more when taking into account other credit cards and cash.

International marketing dovetails well with domestic because international marketing is pushed out in the U.S. winter months and those travelers stay during the week, they stay longer, and spend more. In addition to marketing campaigns, 103 travel agents received in-person training about the region to help them sell to their clients. The groundwork has been laid for the past couple of decades to establish contracts with receptive operators, add Redding trips to tour operator offerings, and train travel agents all while gaining consumer awareness. All the pieces are coming together, and consumers are asking about UpStateCA. Even with this new interest in rural travel, Redding would not have been on the list of places to go without the previous preparation to secure that business.

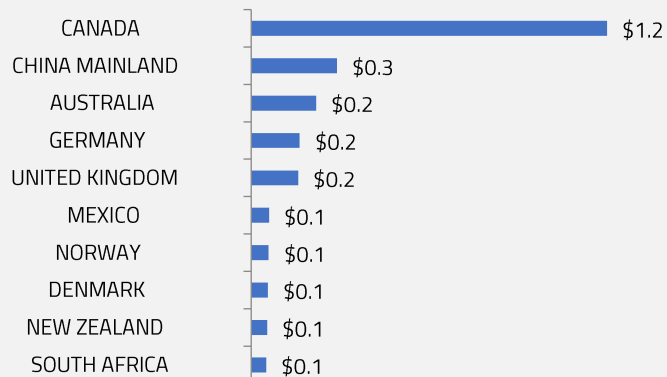


PRINT MARKETING	VISIT CALIFORNIA VISITORS GUIDE	ROAD TRIPS	AMERICA JOURNAL EDITORIAL	SPIRIT OF THE WEST EDITORIAL
Fiscal Year Circulation	500,000	1,000,000	145,000	45,000
5-year Circulation	2,500,000	5,000,000	725,000	225,000
Fiscal Year Leads/ Packets Mailed	925	646	--	--
2-year Leads/ Packets Mailed	1,593	1,027	--	--

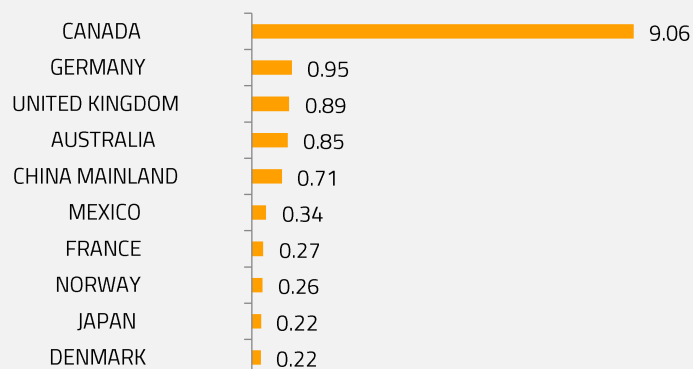
SOCIAL/WEB BASED	TOUR OPERATOR PORTAL	US PARKS SOCIAL/DIGITAL CAMPAIGN	CHINA TOUR	GOGOOD.COM PAGE
Fiscal year downloads	116	--	--	--
Fiscal year impressions	--	583,000	--	--
Fiscal year engagements	--	109,604	--	--
Fiscal year followers added	--	--	2,981	--
5-year follower total	--	--	10,532	--
Fiscal year pageviews	--	--	--	77,571
2-year page views	--	--	--	116,634

The charts above show the international marketing efforts that brought about the actual figures in the graphs below. Our data proved correctly that China would bring more revenue but with less of a footprint on our local landscape because fewer visitors spent more money.

TOP ORIGINATING COUNTRIES BY SPEND AMT (\$M US)



TOP ORIGINATING COUNTRIES BY CARDHOLDER COUNT (000'S)



MEASURING MARKETING EFFECTIVENESS

GOAL: HELP STAKEHOLDERS SEE MARKETING MEASUREMENTS
ACCOMPLISHMENT: DASHBOARD LISTS MARKETING RESULTS

The following table shows the 2019-20 fiscal year and cumulative contract term analytics to show the effectiveness of many of the marketing programs. The results not included on the chart are reflected in the individual sections. Dashboard results were funded as reported in the annual budget.

DASHBOARD OF RESULTS	2019-2020	CONTRACT TERM
VISIT REDDING WEBSITE		
Users	304,366	1,505,996
New users	303,329	1,522,704
Sessions	402,334	1,962,420
Pageviews	1,084,146	5,272,910
Session duration	2:09 minutes	2:06 minutes
% of users outside Redding	81.60%	84.44%
Leads to hotel sites	7,363	11,215
Leads to local partners	50,976	--
BROCHURES - DISTRIBUTED		
Redding Visitor Guides	63,018	281,155
Trails Maps	41,018	194,418
DIGITAL ADS		
Total impressions	6,007,486	40,077,430
Clicks to VisitRedding.com	23,771	137,869
Click-through-rate (CTR)	0.40%	0.34%
PRINT ADS		
Circulation	6,922,000	52,759,925
Packets mailed for Leads	1,610	21,464
RADIO & TV		
Traditional TV spots aired	5,074	10,930
Streamed TV spots	307,393	1,088,918
Radio spots aired	0	8,004,169
In-flight video	318,500 flights	1,386,598 flights
LEADS - CONSUMER SHOWS		
	469 leads	4,273 leads
BILLBOARDS & SIGNAGE		
	21,765,042 impressions	187,765,042 impressions
SEARCH ENGINE MARKETING (SEM)		
Clicks to VisitRedding.com	57,826	218,176



E-NEWSLETTERS OPENED		
Sponsored Newsletters	51,400	1,120,684
Redding Local	1,200	1,589
Redding Consumer	3,704	38,122
Film Shasta	2,181	4,378
FILM SHASTA WEBSITE		
	<i>Reported July – Nov.</i>	
Users	1,881	8,127
Sessions	2,164	9,803
Pageviews	4,496	21,469
New users	1,749	8,148
% of users outside Shasta County	83%	84%
Traffic from direct searches	54%	54%
Traffic from organic search	30%	29.4%
Traffic from social media	10%	9.6%
Traffic from referrals	5%	5.3%
FILM SHASTA PRINT ADS		
Circulation	789,410	1,021,152
WEBCAM VIEWS		
	19,454	58,324

TELEVISION: INSTANT IMPACT

GOAL: KEEP THE IMPACT OF TV AND ADD ABILITY TO MEASURE ACCOMPLISHMENTS: COMCAST CAMPAIGNS OFFERED BOTH BENEFITS

By using streamed TV programming to share positive imagery about Redding, the RCVB office was able to build the Redding brand and also monitor programming effectiveness.

During the Sacramento campaign, VisitRedding.com received 601 immediate visits within 30 minutes from the established target market as a direct result of streamed TV spots. The number of immediate website visitors who returned to VisitRedding.com again within 14 days was 751.

RCVB produced video promoting Whiskeytown National Recreation Area with new footage taken after the 2018 Carr Fire.





SPORTS

GOAL: BRING LARGE EVENTS TO REDDING TO GENERATE TOT

ACCOMPLISHMENTS: NICA MTN BIKE RACE AND USA SOFTBALL CAME IN 2019-20

The following chart shows some of the advertising used to bring larger sporting events to Redding. Sports Destination Management (SDM) was a good source to disseminate Redding's sports message through e-blasts, video, and digital banners, and SDM created and circulated a four-page facilities highlight guide distributed to sports planners, event owners, and decision makers at post-COVID tradeshows.

ADVERTISING SOURCE	CIRCULATION/IMPRESSIONS	ENGAGEMENTS	CLICKS TO WEBSITE	E-BLASTS OPENED	VIDEO VIEWS
SportsStars Magazine	21,003,346	--	2,933	--	--
Sports Destination Mgmt.	700,398	--	1037	1,023	20.25 hrs.
Sports Planning Guide	112,030	1,548	11	--	--
SportsEvents Magazine	24,000	--	--	--	--

International Slow Pitch Softball State Championships was postponed due to COVID-19 with a planned reschedule for 2021. The sporting events that made it to Redding in 2019-20 were:

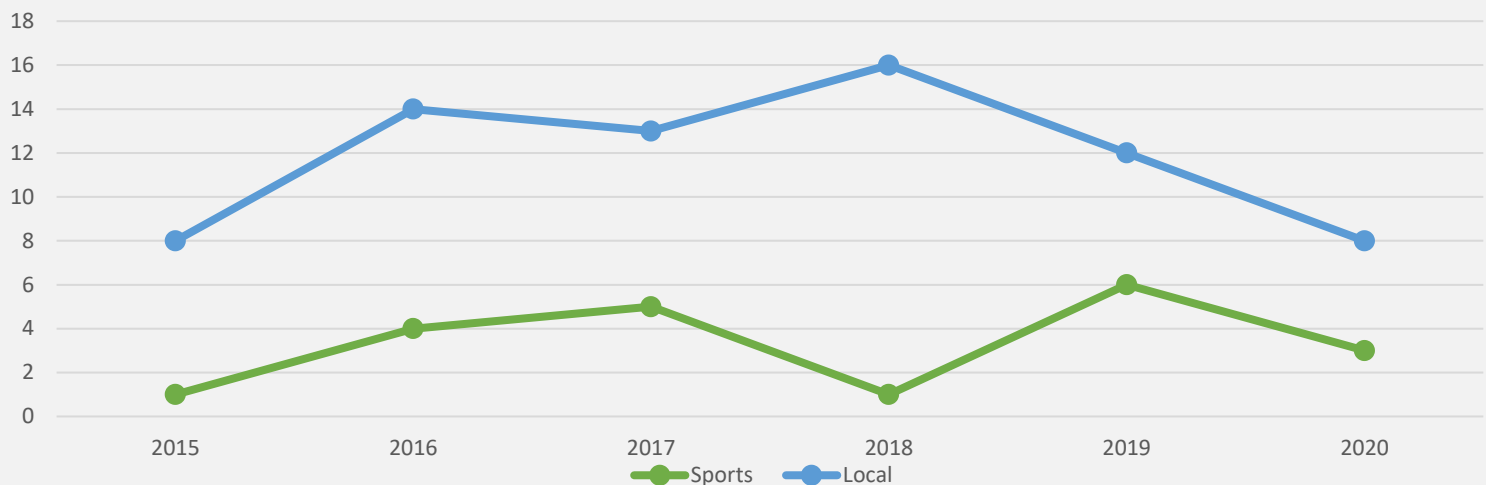
- NICA NorCal Mt. Bike Race:**
 After nearly two years of work by the Redding CVB, the Northern Interscholastic Cycling Association (NICA) NorCal High School Mountain Bike "Swasey Shred" was hosted at the Swasey Recreation Area.
 - 1,156 out of town participants/1,960 out of town attendees
 - Over \$750,000 in direct spend
- USA Softball tournament:** This came to Redding after an initial meeting in 2017 at National Association of Sports Commissioners (NASC). This event was the largest tournament ever held at Big League Dreams with a final count of 53 teams registered and 100 percent of the teams coming from out of the area. A big thank you to Sue Roi for being the local coordinator on this event. The Regional Director invited the RCVB to bid on the 2022 event to bring the tournament back to Redding.



NICA
NorCal
Mountain
Bike Race



CVB SUPPORTED SPORTING AND LOCAL EVENTS



A list of events is available upon request.

LOCAL EVENTS

GOAL: SUPPORT LOCAL EVENTS TO CREATE LARGER ANNUAL EVENTS
ACCOMPLISHMENTS: LISTED BELOW

Some of the larger local sponsorships were:

- Investment \$15,000: Shasta Trail Runs/Ryan Spitz partnered with California Adventure District (CAD)/Nigel Skeet to create three documentaries to promote unique adventure challenges for running, kayaking, and cycling events. CAD prioritized a different project called "California Untamed," which delayed the completion date for the three Redding recreation and tourism documentaries. We are currently awaiting a new projected final date or a refund back to the Redding CVB.
- Hops & Shops/Anniversary Party – The Redding CVB sponsored and hosted a location for Viva Downtown's annual Hops & Shops, a downtown walkable event. That event was held in conjunction with the one-year anniversary celebration of the Redding CVB being in its downtown location.
- Investment \$35,000: Garden of Lights at Turtle Bay Exploration Park.
- Mud Run – Visit Redding provided marketing support (Mud Run Guide, Facebook, ads in SportsStars Magazine); however, the event was postponed due to COVID-19.

- Investment \$5,000: Roots Revival Music Festival – The Redding CVB was a top sponsor for this first-time event that is planned to be an annual event.
- Investment \$50,000: The Redding CVB was one of the top sponsors of the Redding City Identity Project by the Greater Redding Chamber of Commerce.
- Investment \$5,000: County display updated at State Capitol in Sacramento.
- Investment \$15,000: Kool April Nites was canceled in 2020 due to COVID-19.
- Investment \$500 each: Lemurian Classic, Indigenous People's Day, City Club.
- Investment \$996.67: Pedego historical narration and voiceover.

FILM COMMISSIONER

GOAL: BRING OUTSIDE PRODUCTIONS TO REDDING

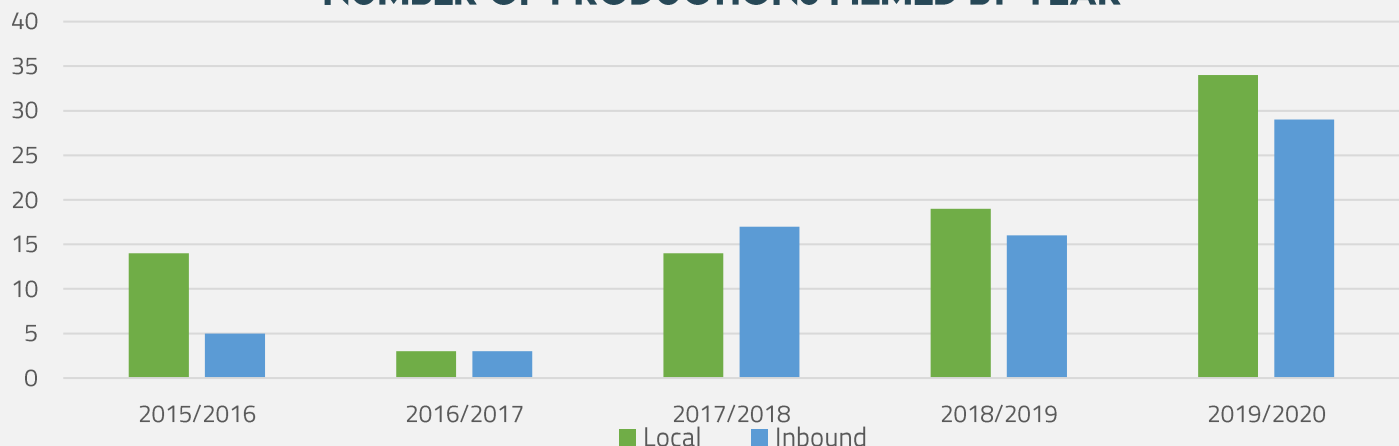
ACCOMPLISHMENTS: 29 INBOUND PRODUCTIONS WERE FILMED IN 2019-20

The Shasta County Film Commissioner, part of the Redding CVB office, had the responsibility of aiding local and inbound productions with locations, permits, and local talent sources. To accomplish this task, over the past five years, a new website was created for Film Shasta that included a digital location library, list of local cast and crew, and other local information to help filmmakers. By working with and educating the local film community, we were able to inform filmmakers how to work within industry standards. Because there have been more local and inbound productions over the past few years, many local filmmakers are now working full-time on productions in and outside our region. All the work that has been accomplished is creating a more vibrant local film community.

Locations Guide for California Film Commission Publication – Link to Location California Distribution:

<https://bit.ly/366uslH>

NUMBER OF PRODUCTIONS FILMED BY YEAR





LIST OF RELEASED INBOUND PRODUCTIONS:

FILMED	PROJECT TITLE	TYPE	LINK
2015	CNBC Blue Collar Millionaires	TV	https://cnb.cx/33dc1ZL
2015	My Classic Car	TV	https://bit.ly/3c4tGqo
2015	Playing With Dolls: Bloodlust	Indie Film	https://imdb.to/33xqmAo
2016	It's How You Get There	TV	https://bit.ly/2FFkRr4
2016	Great Christmas Light Fight	TV	https://bit.ly/3hFOPs2
2016	Interpreters – Amazon, Apple, Redbox, Xbox	Indie Film	https://bit.ly/3bCv4QQ
2017	Heavenquest: A Pilgrim's Progress	Indie Film	https://bit.ly/2ESjVPJ
2017	The Back Pages	Web Series	https://bit.ly/2GeXip3
2017	Food Exposed: Water	Documentary	https://bit.ly/3gSMREz
2017	Top Gear	TV	https://bit.ly/35gVAy1
2017	CSPAN Book TV in Redding	Documentary	https://bit.ly/3jwZpTI
2017	CSPAN Cities Tour in Redding	Documentary	https://bit.ly/2QLUlc7
2017	CSPAN Cities Tour in Redding Part 2	Documentary	https://bit.ly/3gPQjzt
2017	The Back Pages	Web Series	https://bit.ly/3hayGuB
2017	The New Way Forward: Wetlands	Documentary	https://bit.ly/32PcOuF
2018	One Step Hope	Commercial	https://bit.ly/3h8JBVG
2018	No Forks in the Road	Student Film	https://bit.ly/3hL5dZc
2018	Death Kiss	Indie Film	https://bit.ly/34WqHim
2018	Pacific Gas & Electric (PG&E)	Commercial	https://bit.ly/2DomGI6
2018	Camping World	Commercial	https://bit.ly/2F8XmGQ
2018	Homestead Rescue	TV	https://bit.ly/3m3YAUk
2018	Lost Gold	TV	https://bit.ly/3c6NtFI
2018	Nature Valley	Commercial	https://bit.ly/336zPOU
2018	CNN Great Big Story	TV	https://greatbig.is/327zhJ4
2019	True Crime/Oxygen Network	TV	https://oxygen.tv/31074qt https://oxygen.tv/327u0Bj
2019	Hope Song	Music Video	https://bit.ly/2EW3AcN
2019	Subaru Forester Re-Foresting Project	Commercial	https://bit.ly/2YYsTSx
2019	Truck Hero	Still	https://bit.ly/3i6vIXQ ; https://bit.ly/3398ziv
2019	HGTV House Hunters "Close to Town or In the Country"	TV	Episode 13, Season 185



Local Film Festival Sponsor

- Sundial Film Festival – Film Shasta was a top-level sponsor for the 2020 event that showcased 18 films by local filmmakers or those that filmed within Shasta County. This year, the Sundial Film Festival had more than 1,100 attendees, with approximately 10 percent from outside of Shasta County. They raised nearly \$7,000 for the Active 20-30 Club of Redding to reinvest into our local youth.

The chart on page 13 does not include film productions by local organizations such as the Redding Visitors Bureau, the Chamber, McHale Signs, and Win-River Casino. However, the film commissioner processed permits, requested exemptions, and helped facilitate the resources necessary for the final productions to be completed. The relationships forged over the past several years were the cornerstone of supporting the local filming community to get it to the place it is today.

PUBLIC RELATIONS

GOAL: FIND RESPECTED MEDIA SOURCES TO BUILD THE REDDING BRAND

ACCOMPLISHMENTS: 28 OUTLETS PUBLISHED 54 HIGH-PROFILE ARTICLES ABOUT REDDING

Earned media data reported in the following chart was inflated the first two years of the contract because it counted the office's monthly press releases distributed through a national wire service and a proprietary list. In the third year of the contract, ROI measurement was adjusted to reflect direct results from media published about Redding and is reported in the chart below.

PUBLIC RELATIONS	2019-20	CONTRACT TERM
Article Placements	54	333
Earned Media	103.9 million UMV	4.19 billion UMV
Travel Writers	9	53
Media Outlets	28	Data not available
Paid Media	3.03 million UMV	Data not available

A list of the earned and paid media content is available upon request.



By hosting media members and providing custom itineraries for each visit, the Redding CVB is responsible for Redding obtaining the following accolades during the fiscal year:



Below is a list of the top publications from Media/Press Trips over the last five years:

- San Francisco Chronicle
- Orbitz
- Forbes
- Matador Network
- Shermans Travel
- Budget Travel
- Southwest Magazine
- Epoch Times
- Thrillist
- Fodors
- Brit+Co.
- Huffington Post
- TravelPulse.com
- International Angler Magazine
- Visit California
- Contra Costa Times
- The Daily Meal
- California Sportsman Magazine
- Bay Area Travel Writers
- Santa Rosa Press Democrat
- Hemispheres Magazine
- Siliconeer Magazine
- U.S. News and World Report
- Game & Fish Magazine

SOCIAL MEDIA

The Redding CVB coordinated targeted social media campaigns relying on stunning imagery in carousel ads and engaging video content across Facebook, Instagram, and YouTube. The most notable social campaign included the Redding CVB's two-part "Famously Redding" series, which featured 11 separate 360-degree videos to support the Redding Cultural District and nine informational videos on the top icons in Redding. All videos were promoted in targeted campaigns on Facebook and YouTube. In addition to the standard social media content,



Famously
Redding
Title Card



Redding’s Google page was improved by updating the travel guide with enhanced regional attraction listings. New photos were uploaded to attract potential visitors from Google, the top-rated search engine.

SOCIAL MEDIA ANALYTICS	2019-20	CONTRACT TERM
Followers gained	8,603	19,911
Posts	427	3,333
Impressions	5,847,349	22,334,652
Engagements	183,634	510,284
Social Referrals to VisitRedding.com	20,220	72,718
Videos	94	162
Length of Video	2h 40m 44s	4h 55m 30s
Total Video Views	841,546	2,320,959
Total Watch Time (Minutes)	157,042	640,283
Google views from uploaded photos	2,021,912	Data not available
Film Shasta Facebook likes	3,778	9,337
Film Shasta Instagram followers	236	819
Filmmaker videos posted to YouTube and Facebook	34	Data not available

Film Shasta Social Media

- Social media series “Made in Shasta Monday” highlighted projects filmed in Shasta County, “Where’s that Wednesday” featured locations that are film-friendly, and “Filmmaker Friday” (3,142 views) is a video series that introduced our local crew and talent. Total reach: 142,480.

CUSTOMER SERVICE

To offer better customer service to the stakeholders of Redding, the position of group coordinator became more of a local Industry Relations support position with a multitude of duties that do not fit the existing job description rather than being a sales position. This planned change proved to be quite beneficial as the office moved into a crisis/reporting mode to work through the challenges of COVID-19, which includes large groups being restricted, but bus tours are starting to move again at 50 percent capacity. Industry Relations activities were:

1. Vacation rental contacts (about 300) updated to now receive in-house communications.
2. Restaurants became part of the local industry relations efforts which was valuable for providing accurate information to support local businesses during the pandemic.
3. Five group meetings were canceled due to COVID-19 for a total of 1,580 rooms.

4. Three planned group meetings were postponed due to COVID-19 for an estimated total of 300 room nights.
5. An educational based travel campaign for the Teach & Travel subset of group travel was targeted with new itineraries all around the theme “Redding – The Outdoor Classroom.”
6. Fifty-five solid leads for new group meetings were evaluated and narrowed down to 13 that have the potential to bring groups in 2021 and 2022.

CONCLUSION

At the end of the contracted fiscal year 2019-20, marketing expenditure efforts were halted due to COVID-19 shelter-in-place directives. This caused the Redding CVB to renegotiate contracts with vendors to appropriately adjust marketing strategies and campaign initiatives to fit the circumstances of the pandemic. The campaign path for fiscal year 2019-20 started with recovery from the Carr Fire when Redding’s image had to be rebuilt and new imagery had to be created. The new imagery was then used in inspirational campaigns to depict a post-Carr Fire Redding that is different but just as nice for vacationing as it was before the fire. Unfortunately, staff time once again moved into crisis mode, marketing to disseminate accurate information pertaining to what people could expect during COVID-19. Accurate information helped feed more businesses that had adjusted to the new regulations.



The Redding CVB 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. While continuing to implement marketing strategies, the Redding CVB supported the community by returning funds to the City of Redding to supply a police officer, firefighter, and a SWAT vehicle. Ultimately, the RCVB’s role in Redding in 2019-20 was to generate TOT.

In the late 1980’s, the Redding CVB was created to promote tourism, mainly group tourism for the City of Redding. In the past five years we pioneered a new model of service leadership grounded



TRAVEL MATTERS TO OUR **ECONOMY**

in person-to-person connections with local stakeholders. It is that newly forged local network in conjunction with relationship connections from other destinations that provides the CVB team the wisdom and power to make the right choices for Redding.

The RCVB fulfilled the plan submitted in July 2019 which increased Redding's impact and reach implemented by a team that adapts quickly to environmental changes. The team was able to soften the curve of economic devastation through the power of tourism by showing tourists that Redding has what they were searching to find. We are poised for efficiency in the coming year, aiming to bring more people together and create a lasting outcome to increase our impact and expand our reach with a smaller budget. We look forward to cultivating more diverse perspectives for decision-making.

The world today is not the same as it was when the CVB was founded more than 35 years ago. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connectivity and service. One constant is the need for tourism and the integration our five guiding principles:

- **Community passion**
- **Uncompromised integrity**
- **Diverse perspectives**
- **Serving hearts**
- **Leadership transparency**

The Redding CVB team believes by honoring our past and embracing our future we will further evolve and keep Redding relevant and resilient as this community has already proven to be. We know our capacity to make a difference is larger when more people unite with us. We have shown that the public/private partnership business model was not only more affordable to run but also more adept at adjusting to an ever-changing environment than when under a government umbrella. The team with tourism experience excelled at finding new ways to seek out fresh opportunities to reach a more prosperous revenue stream with a simple, effective, and affordable approach. The Redding CVB team is the Redding Tourism Team!