



RTMG Board of Directors
Special Meeting Agenda
Tuesday, October 3, 2023: 10:00am – 12:00pm PST
Located at Hilton Garden Inn
5050 Bechelli Lane, Redding, CA 96002

Past agendas or minutes can be accessed at [ChooseRedding.com](https://www.chooseredding.com) or by request from the Redding Tourism and Marketing Group administrative office located at 1699 Hwy 273, Anderson, CA 96007. Phone: 530-378-5595

- I. Call to Order by Chair Ed Rullman**
- II. Confirm Quorum – verbal roll call**
- III. Introductions**
- IV. Public Comment for non-agendized items:** Pursuant to the Brown Act, public comment is allowed during each public comment designated timeframe: one for non-designated items and one for each agenda section. Brown Act guidelines prevent board members from making decisions on non-agendized items and prevents any discussion on any matter that is not on the agenda.
- V. Presentations/General Business:**
 - a. Viewing of Brown Act video – handout summary included in board packet.
 - b. New bank accounts are open– details to be shared
 - c. List of possible group events to be shared
 - d. List of sponsored events to be reported
 - e. Group videos that will be on the website and available for anyone to use
 - f. Video submitted to the public access channel
 - g. Consideration of future street banners – report on progress
- VI. Consent Calendar** – any board director can take an item off the consent calendar for discussion and an individual board vote.
 - a. Approval of the year-end budget-to-actual
 - b. Approval of the Film Shasta Report
 - c. Approval of the August 2023 board minutes
 - d. Approval of the RTMG 2023-2024 Annual Report

VII. Action Items

- a. Approval of the 2023-2024 Budget
 - i. Public comment on year-end budget after discussion and before board vote
- b. Meeting locations needed for March, June, and September of 2024

VIII. Review from previous meeting

- a. Follow-up on per diem was addressed with Lynn at the CA Lodging Assoc. but nothing transpired. Copies of the letter in the board packets.
- b. Looked into translation software for the website – Website coder said noting out there is fool proof, but we could get Wegot which is a plug-in for about \$1000 – not all platforms have been investigated yet.
- c. Group bookings – if the property systems can't accommodate large blocks through their front-end booking sites, then we will continue to handle rooms blocks manually with each property. We could look for software on our end, but if the other end – property bookings sites – can't accommodate large group bookings then that is not a project to pursue.

IX. Adjournment

Next Quarterly Board Meeting is planned for January 16, 2024, at Red Lion Hotel

Pursuant to the Brown Act, non-confidential materials related to an item on this agenda submitted to the Redding Tourism & Marketing Group after distribution of the agenda packet are available for inspection with appointment.

In compliance with the Americans with Disabilities Act, the Redding Tourism & Marketing Group will make available, to any member of the public who has a disability, a needed modification or accommodation for that person to participate in the public meeting. A person needing assistance should contact Lisa May by phone at (530) 515-8485.

Participants at the Board meeting of the Redding Tourism Marketing Group are reminded to refrain from any actions or discussions which may be construed as violations of anti-trust law. Specifically, there will be no discussion related to pricing or fees, discounts, sales, credit terms, competitive practices, or market allocations. Furthermore, participants should refrain from discussing specific problems and limit their questions and statements to those of general industry practices.



Tuesday, August 1, 2023
RTMG Board of Directors
Special Meeting Minutes

RTMG Board of Directors

Position	Lodging Property	Representative	Present (Yes/No)
Chair	Ed Rullman		Yes
Vice-Chair	Ryan Rydalch		Yes
Past-Chair	Greg Knoell		Yes
Treasurer	Dave Creager		Yes
Secretary	Lindsay Myers		Yes
Officer-At-Large	Jay Patel		Yes
Officer-At-Large	Lisa Wargo		Yes
Officer-At-Large	Bonnie Larabee		No
Director	Dennis MacDonneil		Yes
Director	Lacy Coleman		No
Director	Lanina Baker		Yes
Director	Peter Patel		Yes
Director	Alex Patel		No
Director	Mohkam Bath		No
Director	Alex Abhaykumar		No
Director	Bobby Patel		Yes

Redding Tourism Marketing Group Staff

Laurie Baker, CEO

Lisa May, Tourism Director

Julie Finck, Marketing Coordinator

Tim Bauer, Group Events Director

Attending Guests:

Jake Mangas, RCVB Visit Redding
Danny Orloff, RCVB Visit Redding
Jennifer Zimmer, RCVB Visit Redding
Tessa Borquez, Alacrity Destination Services

I. Meeting called to order by Chair Ed Rullman at 10:04am.

- a. Ed welcomes the 2023 – 2024 board members and discusses the importance of all attending the RTMG board meeting and what is needed for a quorum and the importance of following the Brown Act.

II. Quorum confirmed– verbal roll called.

III. Introductions

IV. Public Comment for non-agendized items: Pursuant to the Brown Act, public comment is allowed during each public comment designated timeframe: one for non-designated items and one at the end of each agenda section for those items on the agenda. Brown Act guidelines prevent board members from making decisions on non-agendized items.

- a. Ed reviews guidelines of the Brown Act pertaining to public comment and the agenda for future meetings.
- b. No public comment

V. Presentations/General Business:

- a. Public comment on section V – comment was centered around the new position and how it can collaborate with Alacrity moving forward.
- b. Distribution of the new Group Events Director job
 - i. Laurie reviews the job description for the Group Events Director and what has been accomplished in the 3-weeks Tim has been in the position.
 - 1. Trademarking and Copyright in process for the new logo
 - 2. Contacting local organizations – working on a couple of groups for 2024 and 2025
 - 3. Updated the new logo, and written content on website, and two header videos

c. Process of renewing the TBID has started.

- i. Laurie describes the TBID is up for renewal by December 2024. An ordinance and resolution might be needed for the TBID renewal. Laurie suggests Civitas does most of the work for the renewal and Laurie supports. Previously Laurie did most of the work and Civitas was the support. Ed asks for an update on what is required for an ordinance at the September board meeting.

d. Update on the new Choose Redding website.

- i. Julie shares updates on ChooseRedding.com showing the website has been reworked with a new homepage and header videos and toolbar updates to optimize groups, sports, and events with catering and meeting space information. ChooseRedding.com now has an itinerary widget. The Meeting and Event Planning Guide is available online, that was created in collaboration with Visit Redding.
 - 1. There is discussion and question about how the 'Book Now' button works. Laurie explains the process.
 - 2. Julie shows the Events Sponsorship Form that is available on ChooseRedding.com for potential groups to ask for financial support.
 - a. Discussion centered around the importance of getting this information out to the local community.

e. Sharing of new Sacramento Airport Billboard

- i. Julie shares a visual of the billboard at Sacramento Airport.
 - 1. Suggestions were offered for improvement.

VI. Follow-up from previous meetings

- a. Public comment on section VI – no public comment
- b. Recap of closed meeting.
 - i. Laurie recaps the last closed board meeting which included a decision to have two websites - ChooseRedding.com using the logo Choose Redding Lodging and VisitRedding.com. ChooseRedding.com will focus on meetings and groups with VisitRedding.com focusing on leisure. The two teams will collaborate when opportunities arise for joint projects.

VII. Action Items for Board Vote

- a. Public comment on planned discussion under section VII – no public comment
- b. Discussion and vote on supporting Big League of Dreams infrastructure.**
 - i. Ed shares an update on the current state of BLD, the history of the facility and improvements needed. The facility is over 20 years old with over \$3 million needed to bring the fields back to a playable condition. Ed suggests as a good gesture RTMG offers the new owners' suggestions and financial support. Ed asks the board if they think this is a good use of funds and should a meeting be scheduled.
 - ii. Motion: Bobby Patel makes a motion for a meeting with Big League Dreams owners and or Kim Niemer to get more detail. Lindsay seconds.
 - iii. Discussion: BLD is a private business and the new owners know what is needed to improve the facility. RTMG board should be cautious and discuss parameters before offering funding.
 - iv. Vote: Motion passes. All in favor. No opposed.

c. Discussion and vote on supporting air lift needs.

- i. Laurie explains the airport needs \$25k to market flights and get flights back going to Portland. Laurie put \$100k in the budget in anticipation of more funding needed in the future to get the Redding to Denver route. Laurie explains that the airlines are asking for funding for marketing and for guaranteed seats.
 1. A motion is made by Lindsay to set aside \$100k in the budget for EDC in the future with the \$25k of that distribution for a Seattle flight. Dave seconds.
 2. Discussion: Little discussion
All in favor. No opposed. Motion passes.

d. Discussion and vote on the draft budget.

- i. A motion is made by Lindsay to consider passing the budget, Greg seconds.
- ii. Discussion: General discussion was about brochures being created by Visit Redding, how we can add a person without increasing the salary budget, discussion on the amount for Kool April Nites, and future trade shows.
- iii. Ed suggests a proposal from Tessa on the tradeshow she is planning to attend and the board can look at the proposal and decide if RTMG will fund any of the tradeshow expenses. Tessa shares she has stopped planning to attend tradeshow since Visit Redding and RTMG has been attending. Laurie shares there are unallocated funds and some can be available for additional tradeshow if Alacrity wants to attend. Ed states everyone in the room is on the same team with the goal of making Redding a premier destination.
- iv. Discussion on creating video for the hotels and the public access channel, and a possible front desk training program, along with adding enough funds for street banners and lighting the Palm Trees down Hilltop.
- v. There is discussion about the \$500k budgeted for sponsorships. Laurie explains the process. A threshold for RTMG to make the decision for sponsorships was set at \$15k. Anything over \$15,000 should be brought to the board for approval.
- vi. Vote: All in favor, motion passes.

e. Draft approval of the annual report which is an overview of how TBID funds will be spent for the 2023-2024 fiscal year.

- i. Laurie explains in a TBID the annual report explains what RTMG is planning to do in the 2023-2024 fiscal year. Ed asks all board members to review the report for a vote for approval at the September 2023 meeting.

VIII. Approval of new Choose Redding Lodging Logo

- i. A motion is made by Ryan to discuss the Choose Redding Lodging logo. Lindsay seconds.
- ii. There is discussion for clarification that the website will remain ChooseRedding.com. The public facing documents and website will have Choose Redding Lodging to clarify that RTMG is focused on lodging.
- iii. Vote: All in favor. No opposed. Motion passes.

IX. Future Agenda Item suggestions

- a. Revised budget items
- b. Banners – design future banners to stand out better
- c. Laurie is asked to give a government per diem update regarding if she has heard back from the government entity handling her request.

X. Adjournment at 11:43am – Motion to adjourn. All in favor. Motion passes.

Secretary signature _____

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2023-2024 ANNUAL REPORT AND STRATEGIC OVERVIEW

REDDING TOURISM MARKETING GROUP



Introduction

Redding Tourism Marketing Group (RTMG), brings together more than a decade of experience in the hospitality sector. The RTMG is honored to use that experience to promote the city of Redding as the ultimate destination for meetings, outdoor events, bus tours, and conferences. As we set our sights on the 2023-2024 mission, the primary goal is to spotlight Redding's lodging through a comprehensive approach aimed at increasing overnight stays.

At the core of RTMG's mission is a focused sales strategy, fostering relationships with tour and event organizers. In collaboration with local clubs, RTMG will work to entice outside events to choose Redding as their next venue as well as helping local events expand. It is important to note the RTMG relies solely on contributions from a self-assessment – The Tourism Business Improvement District (TBID).

Therefore, all promotional activities will align with the laws governing TBID assessments in the State of California, ultimately benefiting those who currently contribute to the district's success. Part of that funding will be used to offer various types of support to prospective groups.

TMBID Revenue Detail

There are no proposed alterations to the methodology or basis of levying assessments as compared to the 2022-2023 year. The current allocation of funds between marketing and administrative expenses remain unchanged. There are no modifications to the district's geographical boundaries or classification of businesses within those boundaries.

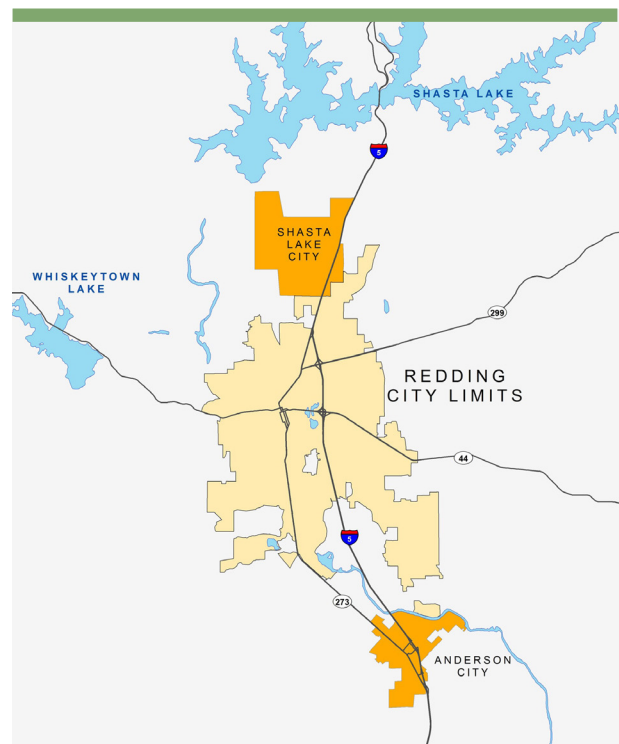
The TMBID operates in accordance with the 1994 Property and Business Improvement District, specifically governed by Streets and Highway Code Section 36650 et seq. The

2023-2024 fiscal year will commence with an estimated rollover of \$1,552,700, providing an approximate marketing budget of \$3,076,900 when combined with projected revenue.

The assessment structure remains unchanged, with Redding lodging required to contribute two-percent of short-term room rentals (stays of 30 days or less) and the City of Redding collecting a one-percent administration fee. It is important to emphasize that all TMBID funds are dedicated exclusively to initiatives outlined in the TMBID Management Development Plan, intended for the direct benefit of those who remit those assessments.

The district encompasses all short-term lodging available for public occupancy, both presently operating and those planned for the future, as illustrated in the accompanying map.

TMBID Boundary Map



Improvements/Activities Provided with TMBID Funds

Meetings and Tour Groups

RTMG will implement a new marketing plan that not only aligns with the board's top priorities but also enables the team to swiftly respond to evolving circumstances. As travel and tourism demand continues to grow globally, RTMG is positioning itself to expand upon being exclusively dedicated to Redding's group business.

The RTMG team will be attending prominent industry events to heighten awareness and leverage the benefits of choosing Redding as a preferred destination. The primary sales focus will revolve around cultivating leads and nurturing personal connections with event planners.

In tandem with the sales effort, the team is in the process of revamping the Choose Redding Lodging website to become the leading resource for meeting and event planners, as well as tour bus operators, seeking information on Redding.

In support of the sales effort and website enhancements, we have outlined a multi-faceted approach.

- **Search engine marketing (SEM):**
Optimizing our online presence to ensure we are discoverable by potential clients through search engines.
- **Targeted digital display ads:**
Campaigns will be targeted to effectively reach our desired audience.
- **Social media advertising:**
Engaging campaigns will promote Redding as the preferred destination for events and group travel.
- **Printed collateral distribution:**
Brochures and sell sheets will be distributed directly to strengthen our offline presence.



“The RTMG is strategically positioned to facilitate bringing events and group travel to Redding”

Growing Local Events

In concert with establishing new meetings and tour bus opportunities, the RTMG team will encourage the expansion of annual favorites within the Redding community such as Kool April Nites, the Redding Rodeo, Redding Garden of Lights, and Redding Roots Revival. To assist other organizations to become one of Redding's cherished annual events, we introduced a sponsorship program accessible on the Choose Redding Lodging website. Clubs and organizations can apply for financial support to attract a broader audience of visitors from outside the area and expand upon the overall experience for attendees.

Creative Support

RTMG is geared up to create a newly minted resource library of captivating meeting and event imagery, including a treasure trove of high-resolution photos for lodging properties to use free of royalty fees. By curating a selection of iconic photos, tour operators will have content that is readily accessible to incorporate into their itineraries.

The goal is to elevate the appeal and professionalism of our district's offerings. As local events gain momentum, street light banners will be designed to enhance the spirit and excitement of our beloved city's events.

Targeting and Data Driven Decisions

Datafy is a research company specialized in furnishing visitor data. RTMG uses this data to analyze visitor trends and determine emerging target markets for future marketing directives. Data accumulation over the past several years shows the greater Sacramento area and the Bay Area as robust markets for Redding.

These markets along with the California North Coast and Southern Oregon markets will be a major focus for marketing efforts in

the coming year. This marketing tool ensures our marketing initiatives remain agile and highly responsive to the ever-changing landscape of visitor preferences and trends.

Infrastructure and Community Support

As previously discussed, the Choose Redding Lodging website is set to feature an online application for organizations seeking tourism grants. In addition to activating grant opportunities, funds will be allocated towards enhancing air connectivity, facilitating filming opportunities, and improving the infrastructure of local sports complexes.

International

International travel is on the rise. RTMG intends to reenter the international marketing arena with 1% or less of the budget. RTMG will partner with Visit California and Brand USA on cost effective international opportunities. The Tour Operator portal page will connect RTMG with group tour leaders throughout the Canada, Mexico, Europe, and Pacific markets. China Visit Tour's social platform will be the travel inspiration and planning tool for the Asia market.

Key Performance Indicators (KPIs)

PAID SEARCH-SEM

5% CTR benchmark – Industry standard for Travel & Hospitality is 4.6%

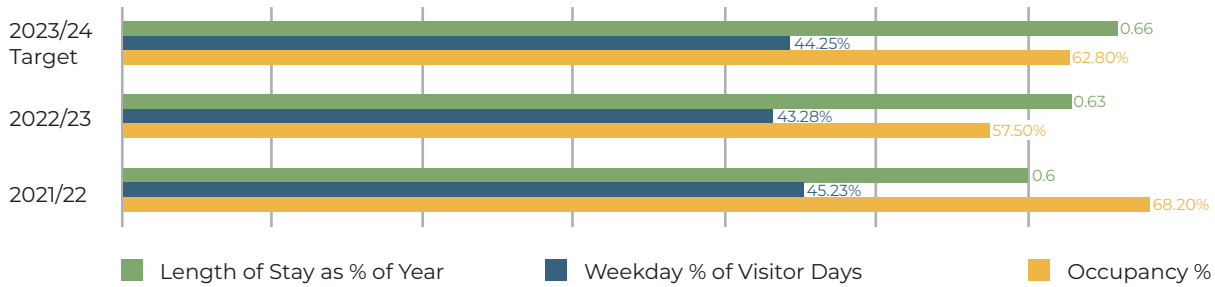
TARGETED DISPLAY ADS

1% CTR benchmark – industry standard for Travel & Tourism is 0.47%

PAID SOCIAL ADS

1.5% CRT benchmark – Industry standard for platforms is 1%

Property KPI Targets



Targets By Interest



OUTDOOR RECREATION

Paddling, Agriculture, Biking, Hiking, Fishing, Classic Cars



TOUR BUSES

Seniors, School Field Trips



MEETINGS & CONFERENCES

Executive Retreats, Team Building, Field Trips

Group Target Audience for Overnight Stays



OUTDOOR REC. EVENTS

Biking, Hiking, Equestrian, Fishing, Youth Sports



TOUR BUSES

National Designations



MEETINGS & CONFERENCES

Associations, Gaming, Government



INDOOR COMPETITIONS

Gaming, Youth Sports, Chess, Etc.

Tactical Approach

	Target Area	Messaging	Channels	Tactics
Outdoor Rec/ Local Events	Arizona, Texas, Oregon	Gift cards for attendees, financial help with logistics	Social ads, person to person sales contacts, TV	Content for website, content for commercials
Tour Bus	Los Angeles, Sacramento	Events, top sights	SEO, Google ads and retargeting	Create contact lists, start to build relationships
Meetings & Conferences	Bay Area, Sacramento	Free parking and internet, financial help with logistics, outdoor venues	LinkedIn association contacts	Create contact lists, start to build relationships
Indoor Competitions	Bay Area	Free parking and internet, gift cards for attendees	Social ads, person-to-person sales contact	Content for website, email and phone contacts

RTMG Board of Directors

Chair	Best Western Plus Hilltop Inn	Ed Rullman
Vice Chair	Oxford Suites	Ryan Rydalch
Past Chair	Hilton Garden Inn	Greg Knoell
Treasurer	TownePlace Suites	Dave Creager
Secretary	Sheraton Redding Hotel at the Sundial Bridge	Lindsay Myers
Officer at Large	Thunderbird Lodge	Jay Patel
Officer at Large	Home2Suites Redding	Lisa Wargo
Officer at Large	Hampton Inn & Suites	Bonnie Larabee
Director	La Quinta Inn & Suites	Dennis MacDonnell
Director	Fairfield Inn & Suites	Lacy Coleman
Director	Red Lion Hotel	Lanina Peters
Director	Best Western Plus Twin View	Peter Patel
Director	Americana Modern Hotel	Alex Patel
Director	Holiday Inn Express	Mohkam Bath
Director	Redding Travelodge	Alex Abhaykumar
Director	SureStay Plus Redding	Bobby Patel

Concluding Summary

In general, the RTMG will use various tactics to leverage the growth potential for group and event-based travel, while shifting to target a more business-minded traveler. Funds will be used to showcase amenities, unique experiences, and sound infrastructure. The aim is to reach targeted audiences and highlight the region's best attributes for events and group travel, while also helping local events position themselves to become tourism attractions.

Specifically, email marketing serves as a valuable addition to the marketing strategy for event and meeting organizers. To facilitate effective email/newsletter distribution, the upcoming year will be dedicated to crafting a precisely targeted email distribution list.

The ongoing website revamp aims to transform it into a comprehensive planning

tool tailored for group organizers. While the booking engine retains its function, it primarily serves as an enticing element to draw users to explore the website—a captivating advertising hook. The shift towards a group-oriented rather than leisure travel-centric website requires group focused visuals in the form of videography and photography. Both in-house and contracted talent will contribute to meeting this demand. Messaging will reflect the Redding culture with copy that motivates potential group business.

Amid the intensified focus on marketing for groups and events, the current year marks a pivotal phase for the RTMG organization—the renewal of the TBID. Entrusting Civitas with the entire process underscores their role as the lead driver this time, with RTMG assuming a supportive role, a departure from its previous leading role in the process.

	RTMG 2023-2024 Budget	Projected Funds	Projected Expenses
4000	Revenue 81.5% mktg. 14.5% admin. 1% city. 3% Contingency	\$1,400,000.00	
	Rollover: mktg \$1,552,752.31 + admin. \$83,242.21 + reserve \$40,960	\$1,676,954.52	
	Total planned spend	\$3,076,954.52	
6711	City Fee - 1%		\$14,000.00
	Marketing - 81.5% of TBID		
6700	Billboards		\$36,725.00
6701.1	SEM and Display Ads		\$65,600.00
6701.2	Visit California Partnerships		\$57,000.00
6701.4	Website Development		\$28,440.00
6704	Print Advertising		\$19,000.00
6705	Visit Redding Brochure Support		\$39,000.00
6706	TV-Radio for events		\$80,000.00
6707.4	Office Misc - Rent/Utilities/computers		\$31,000.00
6708	Computer hardware/software/Adobe/Sage		\$7,000.00
6709	International		\$10,900.00
	Sports - Meetings - Tour Bus - Venue support		\$610,000.00
6718	Data		\$31,500.00
6720.1	Video and Photography		\$70,000.00
6720.3	Front Desk Training		\$24,000.00
6727	Visit Redding Campaign Partnerships		\$45,000.00
6727	Group FAMS		\$15,000.00
6723	Social Ads		\$23,600.00
6725	Sponsorships		\$683,000.00
6730	Tradeshows		\$26,600.00
6735	Give-a-ways/Deals		\$100,000.00
	Personnel (Marketing portion)		\$466,626.00
	Unallocated		\$223,761.31
	Marketing Subtotal		\$2,693,752.31
	Administrative - 14.5% of collected TBID		
	Personnel (Admin portion)		\$83,845.00
	Other admin & Operations		\$191,700.00
	Unallocated		\$10,697.21
	Admin Subtotal		\$286,242.21
	Contingency/Reserve 3%		
6720.4	Legal - TBID renewal		\$45,000.00
	Unallocated		\$37,960.00
	Reserve Subtotal		\$82,960.00
	Total		\$3,076,954.52

RTMG 2023-2024 Amended Budget	Projected Revenue	Projected Expenses
Revenue 81.5% mktg. 14.5% admin. 1% city. 3% Contingency	\$1,400,000.00	
Rollover: mktg \$1,552,752.31 + admin. \$83,242.21 + reserve \$40,960	\$1,676,954.52	
Total planned spend	\$3,076,954.52	
City Fee - 1%		\$14,000.00
Marketing - 81.5% of TBID		
Billboards		
SMF Billboard - Clear Channel		\$36,725.00
SEM and Display Ads		
Display ads for corporate, groups, outdoor retreats		\$22,500.00
SEM - Madden - Groups		\$13,100.00
SEM for corporate, groups, outdoor retreats		\$30,000.00
Visit California Partnerships		
Visit California Newsletters - annual events		\$23,000.00
Visit California Visitors Guide with digital cover spot		\$25,000.00
Dog Trekker - Pet friendly events		\$9,500.00
Website Development		
Ripe - booking engine		\$10,000.00
Website Maintenance/Data Base/SSI//security/SEO		\$15,000.00
Constant Contact/Mail Chimp		\$1,200.00
Vimeo		\$240.00
Go Daddy		\$2,000.00
Print Advertising		
Shasta-Cascade Visitors Guide		\$6,000.00
California Road Trips		\$13,000.00
Visit Redding Brochure Support		
Brochure Printing		\$20,000.00
Brochure Distribution - certified		\$12,000.00

Flat Maps		\$3,500.00
Meeting Planner/Sports Facilities		\$3,500.00
TV-Radio for events		
TV-Radio for events		\$80,000.00
Office Rent - Marketing		\$31,000.00
Computer Hardware/software/Adobe/sage		\$7,000.00
<u>International</u>		
The Tour Operator		\$4,000.00
China Visit Tour		\$6,900.00
Sports - Meetings - Tour Bus Venue support		
Sports - Bid Fees, BLD Venue Support		\$500,000.00
Meetings/Tour Buses, Directories, Bid fees		\$50,000.00
Transportation for Meetings		\$60,000.00
Data		
STR		\$6,500.00
Datafy		\$25,000.00
Video and Photography		
Video and Photography		\$70,000.00
Front desk training		\$24,000.00
Visit Redding Campaign Partnerships		
Site Tours/FAMS		\$10,000.00
Unallocated Redding Support		\$35,000.00
Group FAMS		\$15,000.00
Social Ads		
Ads on Social platforms directing back to website		\$22,500.00
Sprout Social		\$1,100.00

Sponsorships		
Kool April Nites		\$25,000.00
Shasta-Cascade Tourism Summit		\$8,000.00
EDC Airport Grant		\$100,000.00
Redding Roots Revival		\$15,000.00
Streetlight banners		\$30,000.00
Palm Trees - year round lighting		\$5,000.00
Sponsorship Grant Program		\$500,000.00
Tradeshows		
Shipping		\$8,000.00
Brand USA Virtual Events - tour operators		\$1,300.00
Go West - Tour Operators		\$3,300.00
IPW - Tour Operators		\$8,800.00
NTA - Tour Buses		\$1,700.00
Displays		\$3,500.00
Leisure Tradeshows		
Give-a-ways/Deals		\$100,000.00
<u>Personnel (Marketing portion)</u>		
Standard Payroll		\$352,500.00
Additonal benefits		\$3,260.00
Medical		\$59,300.00
Employment Taxes		\$30,300.00
Retirement		\$18,700.00
Workers Comp		\$2,566.00
Unallocated		\$223,261.31
Marketing Subtotal		\$2,693,752.31
<u>Administrative - 14.5% of collected TBID</u>		
<u>Personnel (Admin portion)</u>		
Personnel		\$63,700.00
Additional Benefits		\$740.00
Medical		\$10,500.00
Employee Taxes		\$5,405.00

Retirement		\$3,000.00
Workers Comp		\$500.00
Film Shasta		\$50,000.00
BID /Board Insurance		\$3,000.00
Business Insurance - office contents/auto		\$800.00
Office Support/Supplies/Operating Exp		\$6,000.00
Office Postage		\$400.00
Bank Charges/Fees/Payroll Processing		\$2,000.00
Copier Lease/Service(100% Admin)		\$2,500.00
Supplies for Employee Goodwill/field trips		\$2,500.00
Office Rent/Utilities/Security		\$7,000.00
Storage Rent		\$1,450.00
Office Furnishings/small equip		\$5,000.00
Phone/Internet		\$6,000.00
Taxes and Fees		\$150.00
Professional Outside Services/Info Tech		\$3,000.00
BID Accounting/Office Admin/CPA/HR		\$21,000.00
Human Resources - outside agency		\$1,000.00
CrowdRiff		\$14,000.00
Travel		\$35,000.00
Dropbox/Issuu		\$700.00
Conferences/Employee Training		\$16,000.00
Local Meetings		\$1,200.00
Memberships/Subscriptions		\$11,000.00
Mileage		\$2,000.00
Unallocated		\$10,697.21
Admin Subtotal		\$286,242.21
<u>Contingency/Reserve 3%</u>		
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RTMG Final Report Period Ending June 30, 2023

Project: Film Shasta Funding Support

Information included in this report is confidential and for reporting purposes only as it includes special negotiated pricing for advertising.

Contracted Services and Deliverables:

Redding room nights from July 1, 2022 through June 30, 2023 are included in the chart below for productions who have provided their specific lodging information. We had 57 productions during the fiscal year reporting 432 room nights. Roughly 70% of the productions stated they stayed in Redding. The chart below includes those productions and/or scouts that listed a specific lodging property. We are still following up with 24 productions, most of which stayed in Redding while filming but their numbers will not be included below until we receive their final report. The information below has been provided by production. As a reminder, we request final numbers for shoot days, room nights, local hires, local spend, and lodging and assure them confidentiality.

Shoot Days	Dates	Year	Contact	room nights	hotels	scout days	scout hotel	room nights	
1	August	2022	Brian Anderson	1	not provided		0		
2	4/23-4/24	2023	Melody George	36	Airbnb		5		
	4/27-4/30	2023	Greg Alpert				3 Oxford Suites	33	
5	4/7-4/11	2023	Rick Drake		Fairfield		3 Oxford Suites	6	4 room nights for crew, but didn't provide full size for crew
3	5/15-5/17	2023	Casey Adams	4	Red Lion Inn	note: Choose Redding covered lodging and meals, direct spend is what Herrman Global spent while in area			
4	June 18-21	2023	Sheryl Bawden	14	Sheraton		1		
5	Oct 17-21	2022	Xavier Roque	16	Oxford Suites and Inn at Mt. Shasta		0		
2	scout 2/15, filming 2/16-17,	2023	David Biondi,	14	Hilton Garden Inn		1		
1	not provided	2023	Danny Orloff	1	not provided		0		

Below please find the final report of how the RTMG funds have been spent and allocated with the following parameters.

- \$45,000 for marketing to outside film productions
- \$5,000 cap for administration costs associated with the marketing to outside film productions

Summary of Expenditures: \$50,000

- Memberships: \$1,575
 - AFCI
 - LMGI
- Industry Event Sponsorship/Attendance: \$16,496.01
 - California On Location Awards, Los Angeles
 - AICP Next Awards, San Francisco
 - Sonoma International Film Festival, Sonoma
 - Night Train, Palm Springs
 - AFCI Week, Los Angeles
 - Local Filmmaker Event, Red Bluff
 - Sundial Film Festival, Redding
- Advertising: \$13,239.25
 - Creative Handbook
 - Destination Film Guide
 - Location International
 - Facebook
 - Website
 - MailChimp
- Hosted Scouts & Film Fam April 27-30; \$14,629.64
- Administrative Costs: \$4,060.10

Description of expenditures marketing to outside productions:

Summary of Expenditures: \$50,000

- Memberships: Our memberships with AFCI and LMGI provide us with leads, training, and access to events and meetings with industry professionals that make decisions regarding where filming takes place.
- Industry Event Sponsorship/Attendance: The events we have sponsored and/or attended have allowed Film Shasta to have presence in front of more than a thousand location professionals and independent filmmakers.
- Advertising: Our advertising partners provide us opportunity to directly reach over 20,000 industry professionals in print and digital formats. We also have received significant discounts due to our affiliation with FLICS and long-standing relationships with the publications. Our social media, website and email reach continues to grow with more than 20,000 subscribers/users every quarter.
 - This is Film Shasta's fourth year sponsoring the Sonoma International Film Festival. This year's event was held March 22-26. Film Shasta sponsored and attended the event in person. The sponsorship included branding during two expert panels, the Film Shasta commercial shared with festival attendees, Film Shasta's production guide distributed at events, registration, and in lobbies, access to filmmaker networking events.

- We were able to renew our Creative Handbook ad for 2023 at an incredible rate and includes a 1/2 page ad in their annual book as well as inclusion online with elevated placement in the Film Commission/Incentives category and on the California listing page.
- Film Shasta will once again be included in full page ads placed in the annual Location International magazine. This quality publication is directly distributed to industry professionals by mail and are available at a variety of the main industry events (American Film Market, Cannes, Berlinale, etc.)
- Hosted Scouts & Film Fam April 27-30; We were able to host 10 award winning location managers thanks entirely to RTMG's support. Collectively, they have 28 COLA wins and over 30 more nominations. We have also already received an inquiry from one of the location managers that attended the tour for a full scale feature film that is seriously considering our region for a 2024 feature length film. Below is the list of location managers and some of their credits. More can be found on IMDb.com.
 - Joe Abel, Sonic the Hedgehog 2, Magnum P.I., Lady Bird, La La Land, Swiss Army Man, Law & Order: LA,
 - Whitney Breite - 1 nomination, Mom, Winning Time: The Rise of the Lakers Dynasty, Perry Mason, The Consultant, Truth Be Told, Prey
 - Greg Alpert - 6x award winner, 5 nominations, Winning Time: The Rise of the Lakers Dynasty, Mom, Big Little Lies, Sharp Objects, August: Osage County, Two and a Half Men, No Strings Attached, Knight and Day, Edge of Darkness, Freedom Writers, Minority Report, Cast Away, Erin Brockovich, What Lies Beneath, The Green Mile, Melrose Place
 - Michael Glaser - 2x award winner, 5 nominations, Bullet Train, The Terminal List, Where the Crawdads Sing, Licorice Pizza, Westworld, Snowfall, Love Island, Too Old to Die Young, The Ranch, Survivor, Home Again, The Hateful Eight, Straight Outta Compton, Taken 3, Interstellar, The Dark Knight Rises, CSI: Miami
 - Peter Gluck - 7x award winner, 2 nominations, The Fabelmans, The Suicide Squad, The Kominsky Method, Birds of Prey, Captain Marvel, Bird Box, Black Panther, Star Trek Beyond, Mission: Impossible - Rogue Nation, Tomorrowland, Captain America: The Winter Soldier, Star Trek Into Darkness, The Odd Life of Timothy Green, X-Men: First Class, Water for Elephants, Ghosts of Girlfriends Past, Twilight, Role Models
 - Justin Harrold - 5x award winner, 6 nominations, Avatar: The Way of Water, Emancipation, Obi-Wan Kenobi, Bumblebee, Bird Box, Magnum P.I., Westworld, Lethal Weapon, Bosch, Taken 3, Interstellar, This Is 40, Fast & Furious, Knocked Up
 - Justin Hill - 5x award winner, 3 nominations, Physical, Better Things, Dog, With Love, Fatherhood, Get Shorty, Legion, Snowfall, Agents of S.H.I.E.L.D., Girlboss, Legends, Rush, Need for Speed, The Call, CSI: NY, CSI: Miami, Birds of Prey, Fear Factor
 - Peter McClafferty - 2x award winner, Ulla Johnson Fashion Collection, "Hitchcock" Americana Manhasset
 - J.P. O'Connor - 1 win, 4 nominations, Physical, Winning Time: The Rise of the Lakers Dynasty, King Richard, Westworld, Sharp Objects, Run for Your Life, Bright, Big Little Lies, Tomorrowland, The Back-up Plan
 - Brittany Petros - 2 nominations, The Fabelmans, The Suicide Squad, Never Have I Ever, The Call of the Wild, Birds of Prey, A Wrinkle in Time, Insecure, Lethal Weapon, Criminal Minds: Suspect Behavior, Bones, Dexter, Modern Family