EXECUTIVE SUMMARY:
Glenn County has many recreational opportunities available to visitors and residents, however, these opportunities are not advertised on any well-known tourism sites. We have developed this video to expand tourism, commerce and draw attention to the abundant and diverse activities for travelers and those considering relocation to Glenn County. The intended uses include our Glenn County website, the Glenn Grows website, local recruitment drives and ultimately state tourism websites such as visitcalifornia.com. The video will also be shared on social media.

RECOMMENDATION(S):
No action required.

HISTORY AND BACKGROUND:
The Glenn Grows campaign, initiated in 2017, saw a huge response and extremely positive reaction to our inaugural video, which highlighted Glenn County's core community values and serves as a welcoming message to new businesses looking to site in Glenn County. Based on the response and the ever-changing methods in which people receive information, our goal is to develop a new video at least every other year advertising Glenn County and the opportunities it holds. This recreation video serves as the second leg of our journey to advertise the amazing place we live and work.

FISCAL/PERSOENNEL IMPACTS(S):
This video was developed by the Community Development Director with oversight from the County Administrative Officer.

ANALYSIS/DISCUSSION:
Appreciation is expressed to 3CORE, Chico Media Group and all of the participants showcased in the video that gave of their time and resources.

APPROVERS:
Scott De Moss, Di Aulabaugh, William Vanasek   Completed