

With Summer Olympics postponed, local marketing campaign still a go

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On March 24, Japan's Prime Minister Shinzo Abe and International Olympic Committee president Thomas Bach agreed to postpone the Tokyo 2020 Summer Olympics due to the COVID-19 coronavirus pandemic.

The event, which organizers were holding out hope to begin July 24, will now start around the same time in 2021.

According to Cindy Vosburg, Executive Director of the Crescent City-Del Norte Chamber of Commerce, the delay does not alter the "Go for the Gold" project here.

Vosburg said NBC Sports has been in contact with Del Norte County officials and said while they will be re-filming some of the Olympic athlete interviews, they still plan to air the support stories they have been working on.

One of which is the sister city relationship between Crescent City and Rikuzentakata, Japan, the origin of the student boat "Kamome" which washed ashore locally after the 2011 tsunami.

"Although there are no guarantees in life, everything we are hearing from NBC Sports is that the coverage will still happen," Vosburg said.

What will change, Vosburg added, is the timeline for the coverage.

“When COVID-19 is under control and the CDC once again opens up travel in the country, there will be a rush for the economic upswing from the tourism dollar, and we want to be positioned to pull those dollars into Del Norte County,” Vosburg said. “Additionally, we have been in conversation with ‘Visit California,’ one of the largest tourism organizations in the country, which is recommending we wait until the CDC gives the all-clear for travel again within the United States.”

Vosburg said the delay could position local efforts even stronger than originally.

“We were working within a very tight timeline and this gives us more time to gain even more of the earned media, which is so valuable in driving the tourism economic engine,” Vosburg said. “Additionally, the travel writers are going to be hungry for ‘feel-good’ stories and we have plenty of those.”

The “Go for the Gold” campaign is funded by the City of Crescent City, Del Norte County, Crescent City Harbor, Crescent City Harbor Fishermen's Marketing Association, Yurok Economic Development Corporation, Elk Valley Rancheria and the Tolowa Dee-ni' Nation as a joint effort to capitalize on the NBC Sports coverage of Crescent City during the 2020 Summer Olympic games.