

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

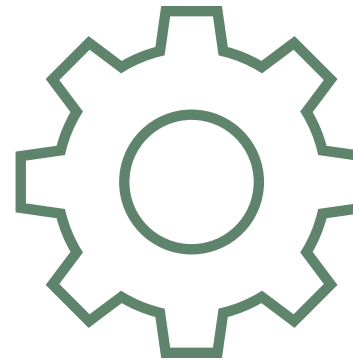
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
AUGUST 26, 2021



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## August

- FareHarbor ticketing now live
- Phone tree system now live
- Coordinated with Freedom Rail
- Retail agreement with Tom Gray

## The Polar Express

- Finalized schedule
- Adjusted ticketing website
- Coordination for Parking Plan
- Retail order complete
- Carla Wilson -
  - Auditions
  - Rehearsals now underway

## Up Next...

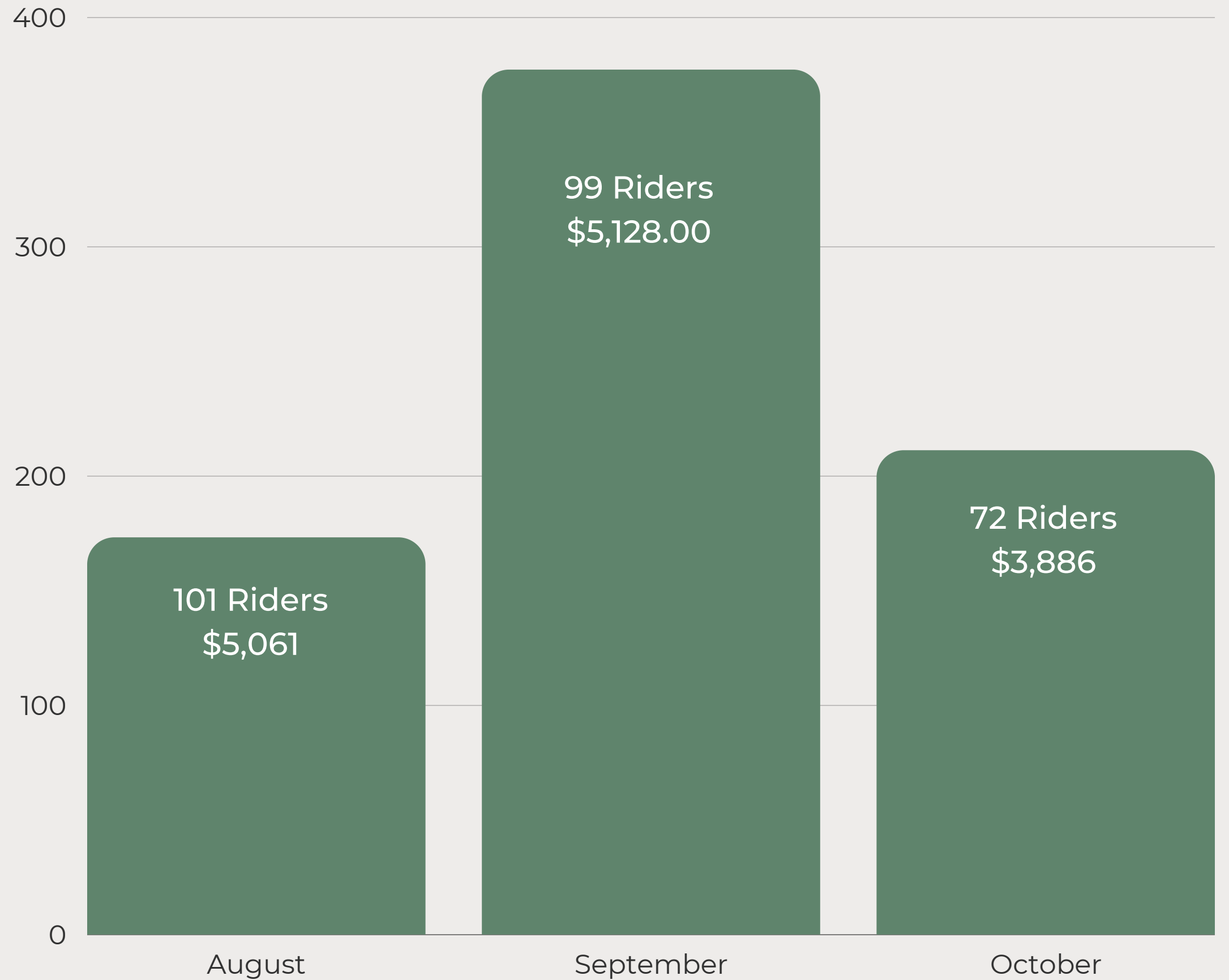
- Celebration on the 28th
- Toast of the Canyon

## The Polar Express

- Finalize Parking Plan
- Operation plan due to Rail Events
- Identify cookie vendor
- Identify photographer



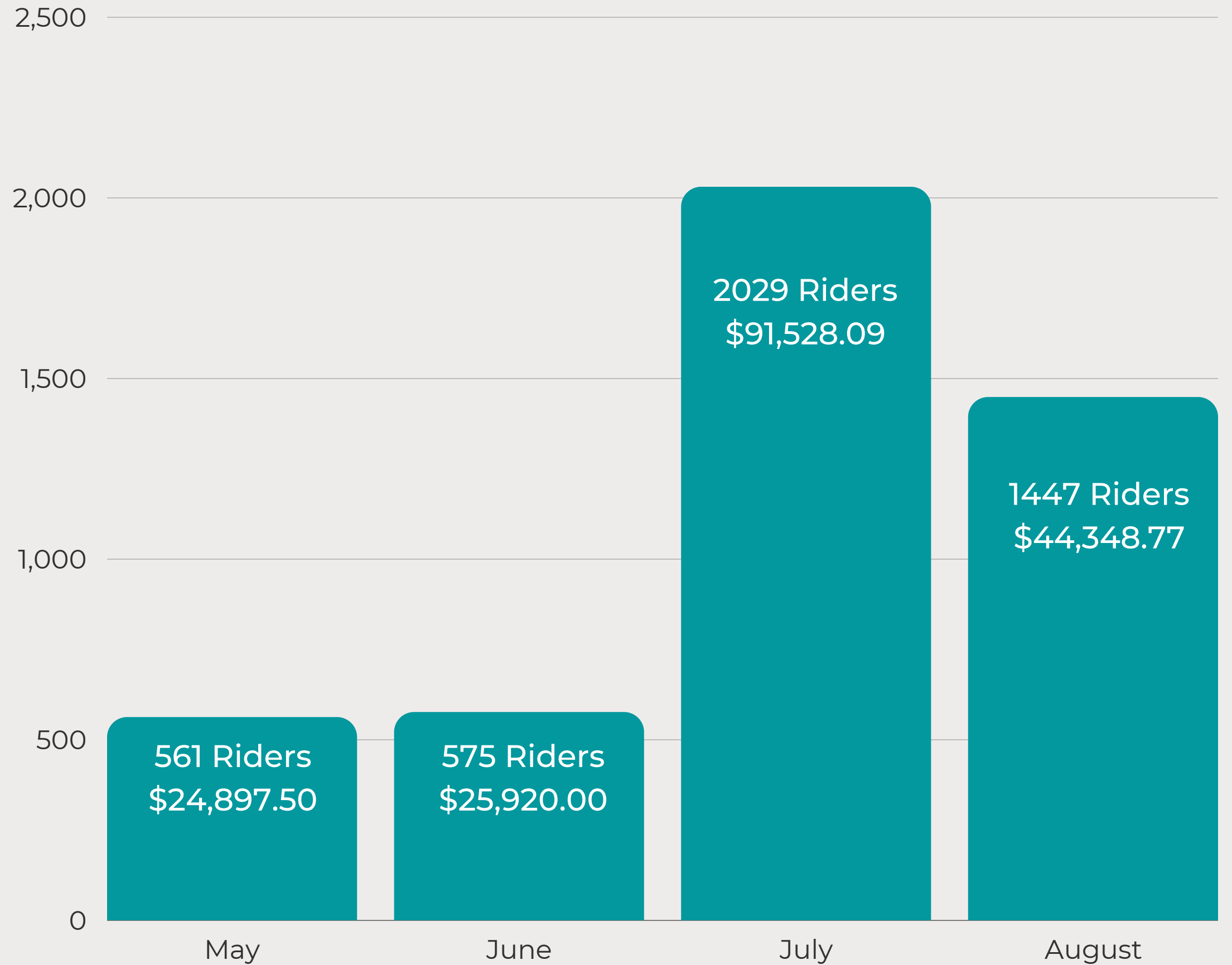
# GENERAL SEASON TRAINS REVENUE & RIDERSHIPS

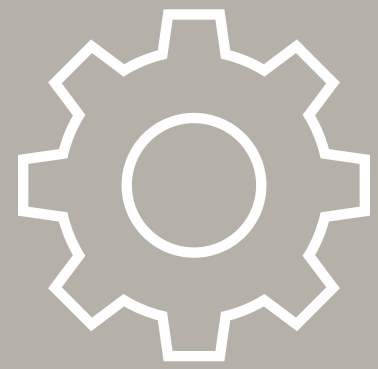




# RAIL BIKES

## REVENUE & RIDERSHIPS





# ASSETS



## August

- Coordination with Freedom Rail
- Cleaned up and out depot
- Engine 18 coordination

## Up Next...

- Continue clean up
- Updating signage
- Storage inventory



# BOARD RELATIONS



## August

- Coordination for SOQ for Auditor
- Coordination with Drako players
- Investigation of the Foundation

## Up Next...

- AP
- Commission meetings
- Establish Foundation



# MARKETING



## Public Relations

- Distributed launch press release to local media
- Distributed media invite for "Back to the Track" event
- Conducted interviews
  - KTVN
  - Nevada Appeal
  - PBS Reno
- Distributed 2 eblast -
  - 8,903 subscribers
- August Clip Report at next meeting







# MARKETING



## Social Media

- Scheduled deletion of "new old" Facebook page
- Ran "boosted post" on Facebook
- Updated Facebook and Insta handle
  - @vtrailwaycommission

## July 2021 - Benchmarks



•16,538 likes



•2,502 followers



# MARKETING



## Advertising

- Ran first "boosted post" on Facebook - to be reported in August report
- Secured media buys for general season and PEX

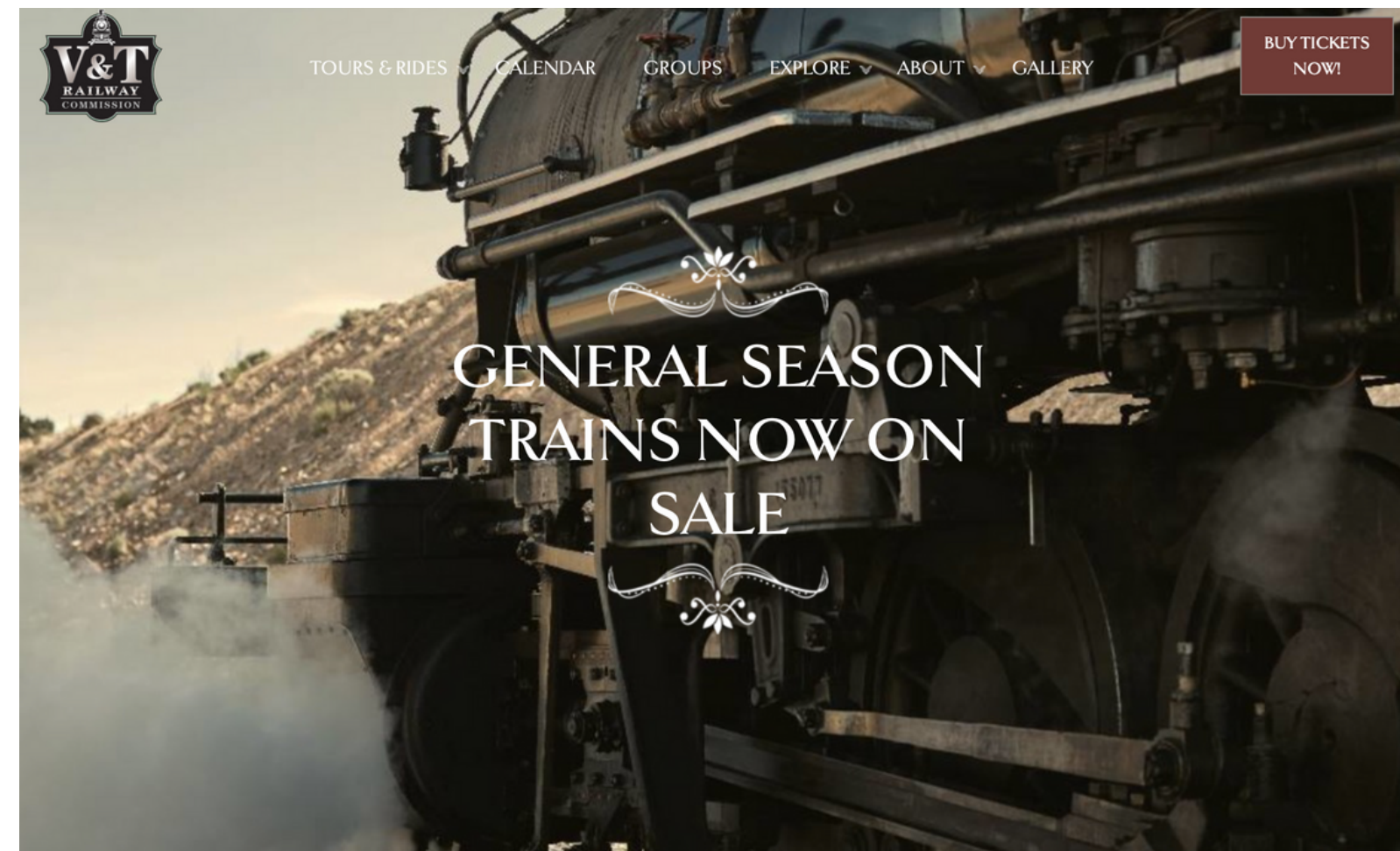


# MARKETING



## Website

- Updated website to reflect train launch
- Adding Google analytics to gather website data



QUESTIONS?

