

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

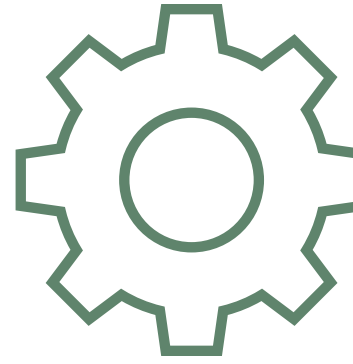
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
SEPTEMBER 23, 2021



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## Aug/Sept.

- Trains are full steam ahead
- Coordination with Freedom Rail

- 
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## Up Next...

- Halloween train
- Polar Express!

## The Polar Express

- Finished Operational Plan
- Reviewed Event Manual
- Securred cookie vendor
- Coordination for parking plan
- Temporary Occupancy Right of Way Permit
- Cleaned up Fare Harbor

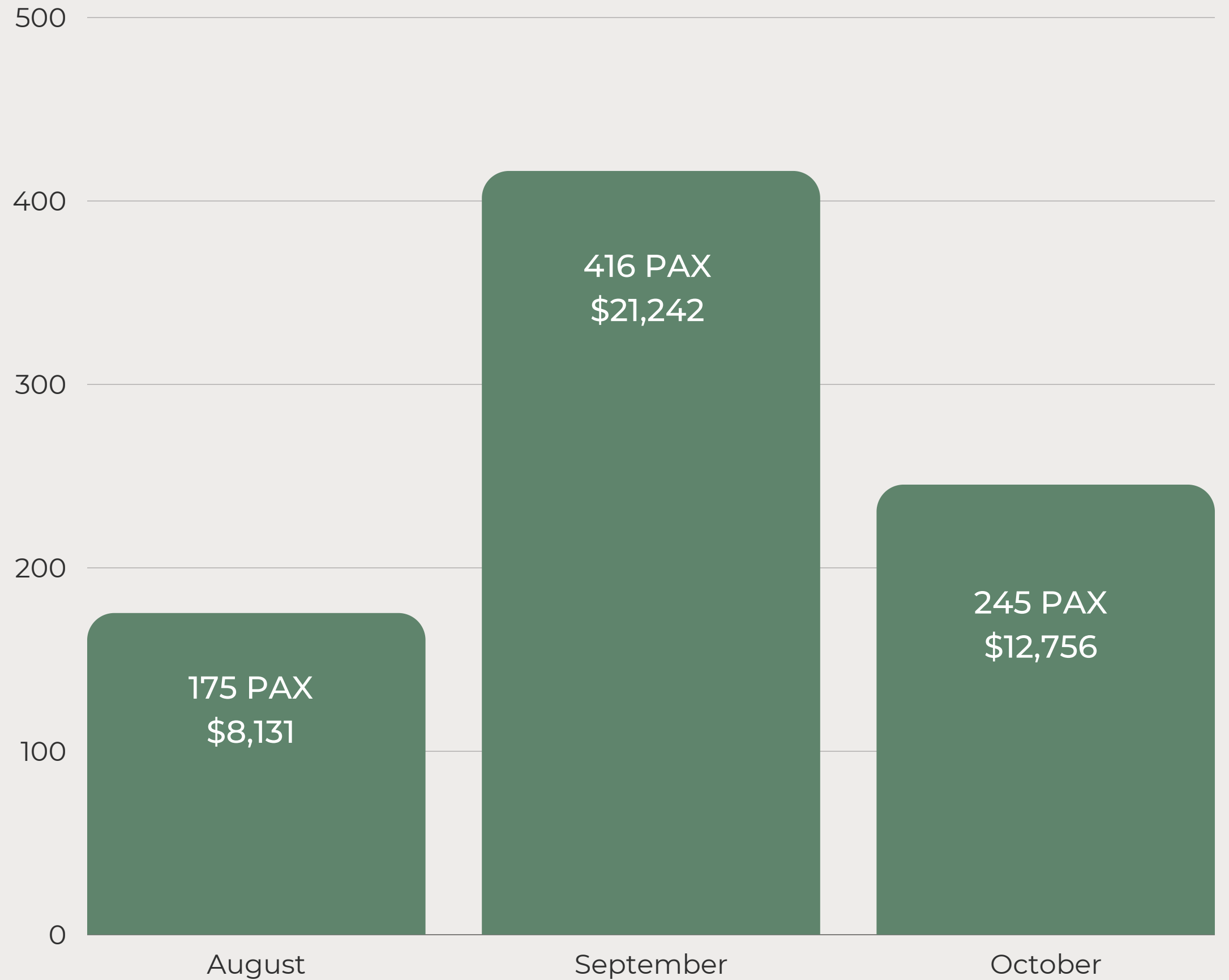
## The Polar Express

- Finalize parking plan
- Coordinate hotel partners
- Santa search
- Identify photographer



# GENERAL SEASON TRAINS

## REVENUE & RIDERSHIPS

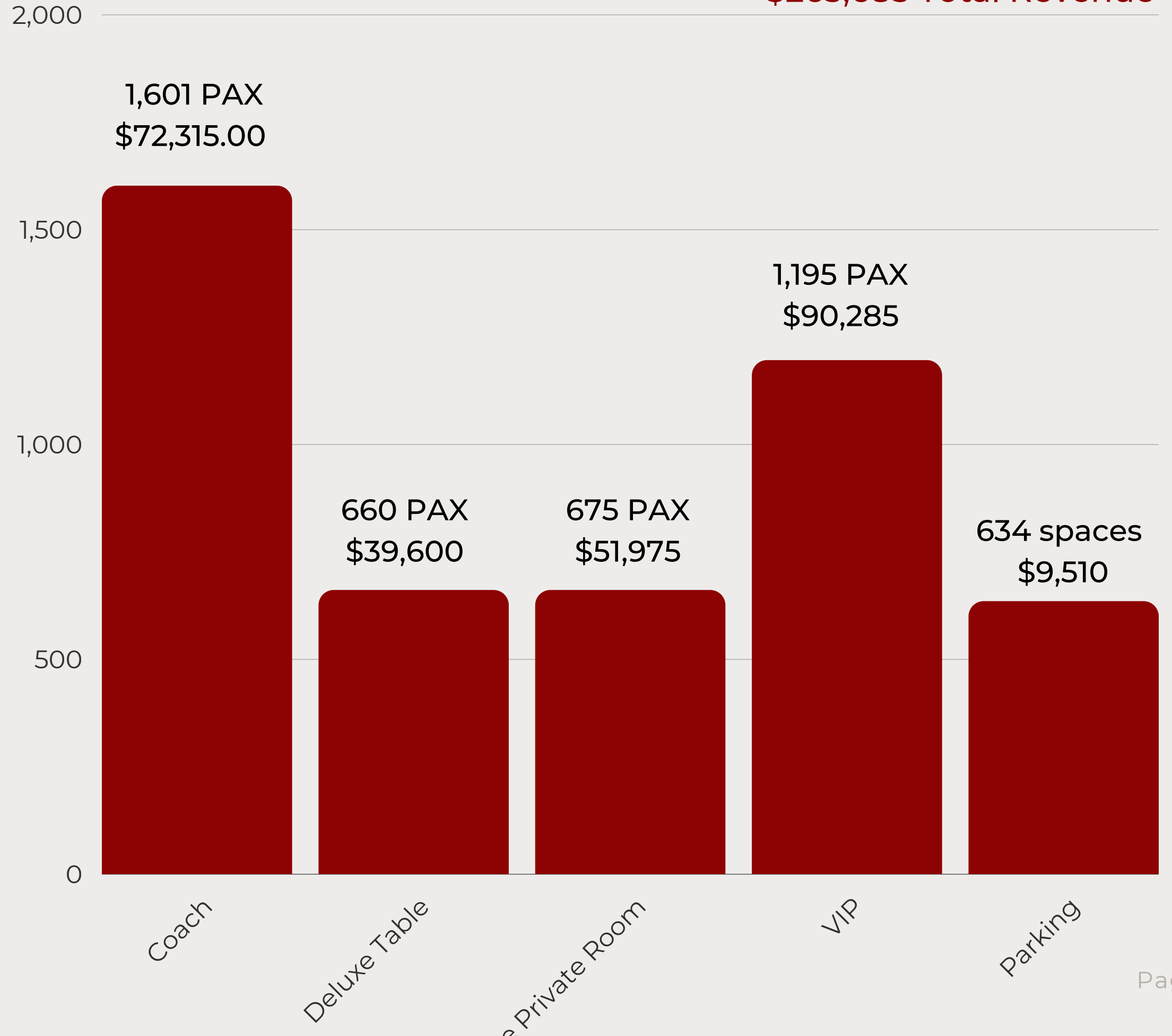




# THE POLAR EXPRESS TRAIN RIDE

## REVENUE & RIDERSHIPS

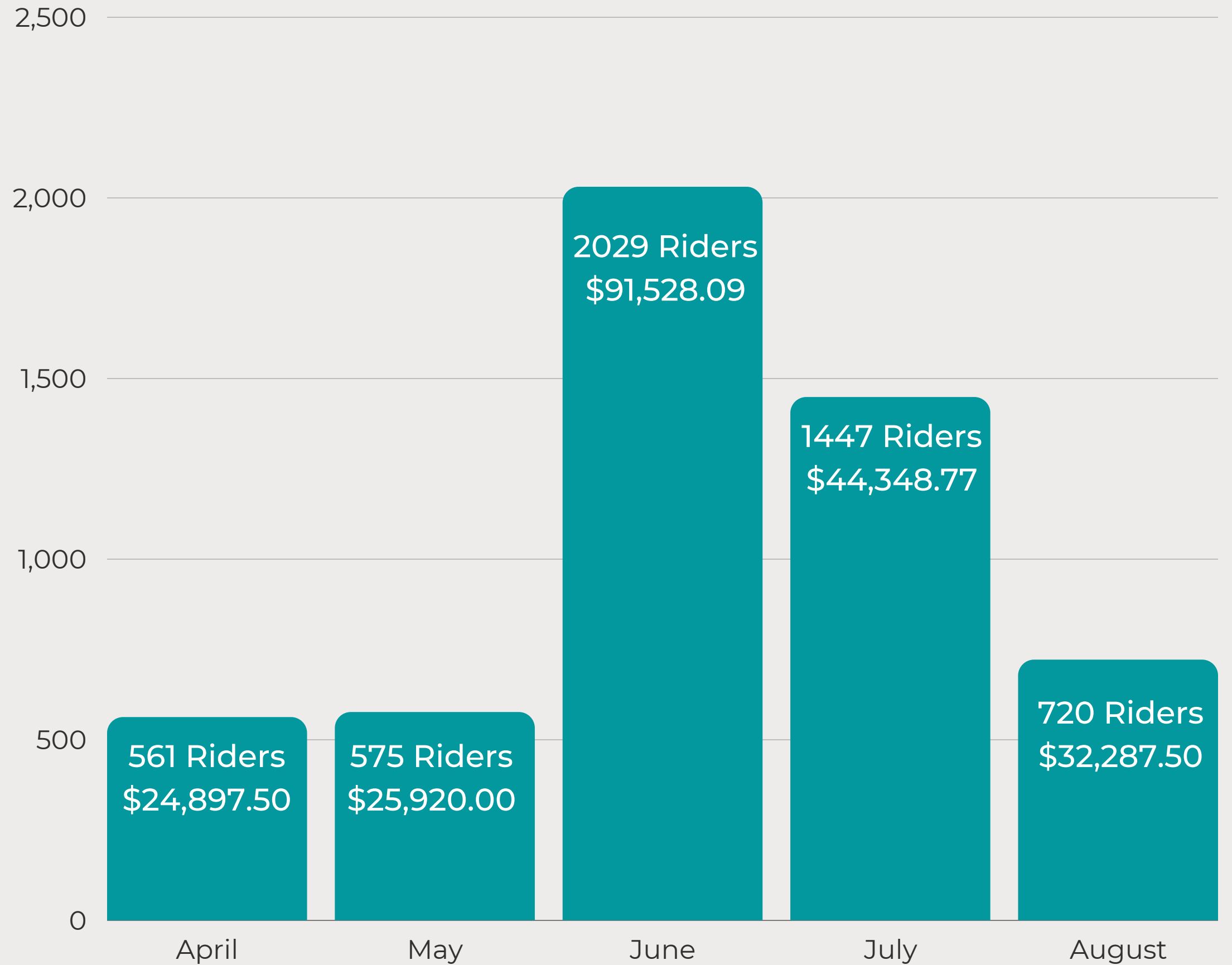
30% Sold  
\$263,685 Total Revenue

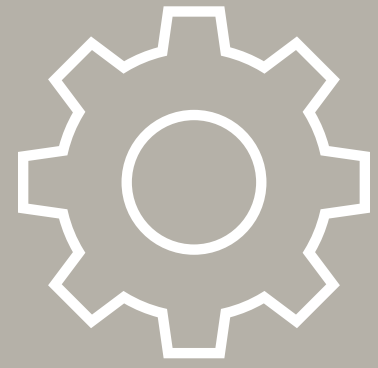




# RAIL BIKES

## REVENUE & RIDERSHIPS





# ASSETS



## Aug/Sept.

- Coordination with Freedom Rail
- Cleaned up and out office
- Nevada Department of Environmental Protection reports
- Form-55 reports

## Up Next...

- Continue filing and digitizing
- Updating signage
- Minor Depot improvements
- Storage inventory



# BOARD RELATIONS



## **Aug/Sept.**

- Audit process has begun
- Continued coordination with Drako players - almost there!
- Accounts payable

## **Up Next...**

- The audit continues
- Commission meetings
- Accounts payable
- RFP coordination & planning





# MARKETING



## Public Relations

- Distributed Polar Express Launch press release
- Distributed Polar Express audition press release
- Conducted interview with:
  - KRNV
- Distributed 1 eblast
  - 26.3% open rate (highest ever)
  - 8.3% clicks
  - 8,840 subscribers



V&T RAILWAY COMMISSION

METRICS



13

PIECES OF COVERAGE:



108M

ONLINE READERSHIP:



149K

ESTIMATED COVERAGE VIEWS:



639

SOCIAL SHARES:



# MARKETING



## Social Media



•16,643 likes  
•.63% increase

**Virginia & Truckee Railway**  
September 13 · 🌐

The magic returns! Tickets are now on sale for THE POLAR EXPRESS Train Ride! Join us this holiday season for a ride from Eastgate Depot to The North Pole. Tickets are selling fast so be sure to grab yours soon! More info at [vtrailway.com](http://vtrailway.com)

**Performance for Your Post**

**6,855** People Reached

**183** Reactions, Comments & Shares

68 Like	34 On Post	34 On Shares
25 Love	11 On Post	14 On Shares
1 Wow	0 On Post	1 On Shares
58 Comments	28 On Post	30 On Shares
31 Shares	31 On Post	0 On Shares

**423** Post Clicks

14 Photo Views	203 Link Clicks	206 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**6,855** People Reached      **606** Engagements      [Boost Post](#)



•2,511 followers  
•.36% increase



# MARKETING



## Advertising

- Ran first "boosted post" on Facebook
- Reviewing media buys for general season and PEX, pending other expenses

**Virginia & Truckee Railway**  
August 13 · 🌐

WE'RE BACK!! After 18 months since our last excursion, trains return to the V&T tracks for exciting and memorable roundtrip rides from Carson City to Virginia City starting Saturday, Aug. 28, departing at 10 a.m. The abbreviated season returns with ceremony and festivities at Eastgate Depot in Carson City, Nev., launching regular Saturday and Sunday trips through October 31, followed by the return of Polar Express this holiday season. Join us for the inaugural ride or just join for the party! Tickets on sale now at [vtrailway.com](http://vtrailway.com)

VTRAILWAY.COM  
**V&T Railway - Journey Back in Time - Carson City to Virginia City** [Book Now](#)

### Performance for Your Post

**9,873** People Reached

**311** Reactions, Comments & Shares ⓘ

<b>212</b> Like	<b>150</b> On Post	<b>62</b> On Shares
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<b>33</b> Love	<b>21</b> On Post	<b>12</b> On Shares
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<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
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<b>23</b> Comments	<b>14</b> On Post	<b>9</b> On Shares
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<b>42</b> Shares	<b>42</b> On Post	<b>0</b> On Shares
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**761** Post Clicks

<b>0</b> Photo Views	<b>292</b> Link Clicks ⓘ	<b>469</b> Other Clicks ⓘ
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#### NEGATIVE FEEDBACK

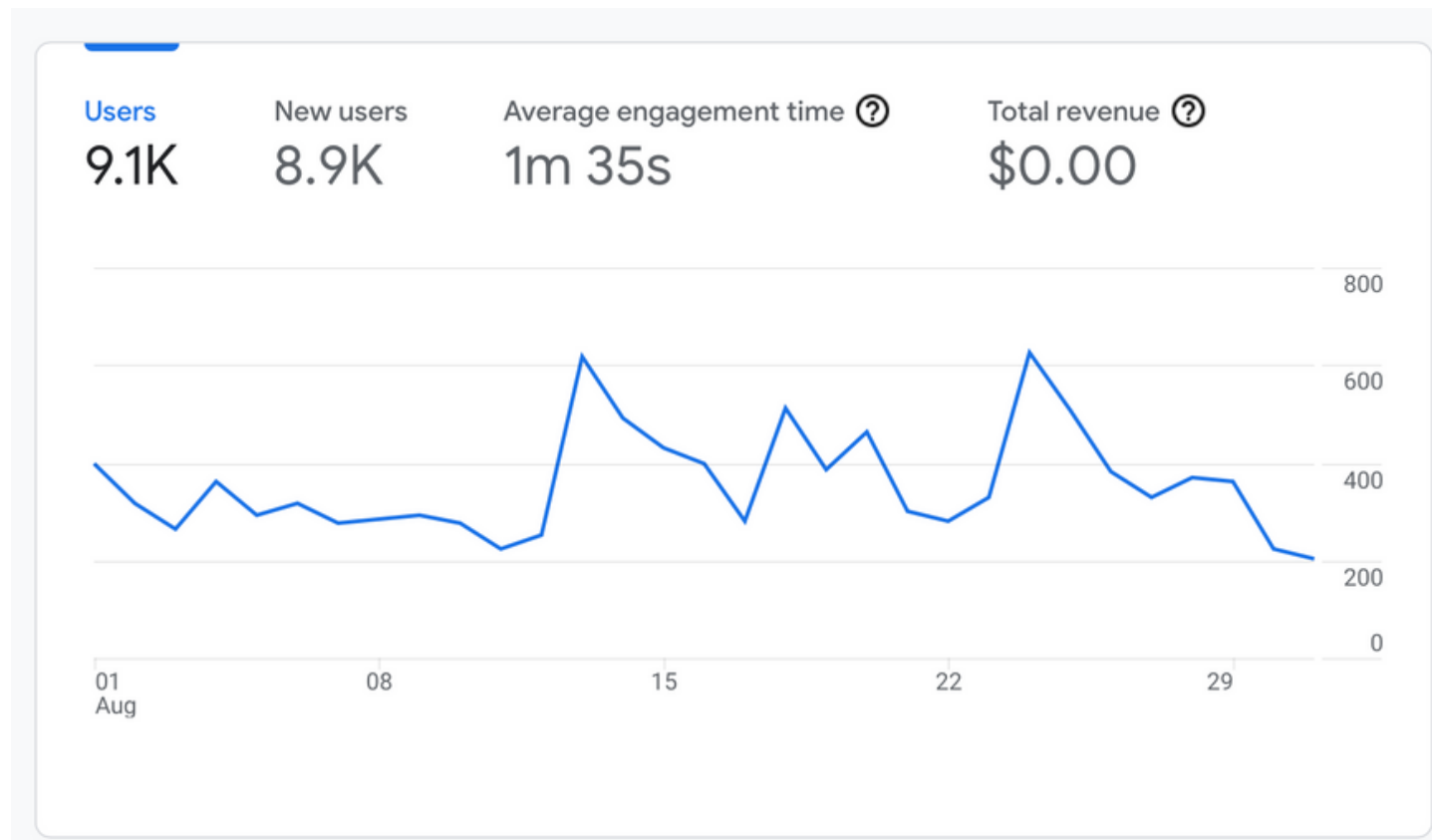
<b>4</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



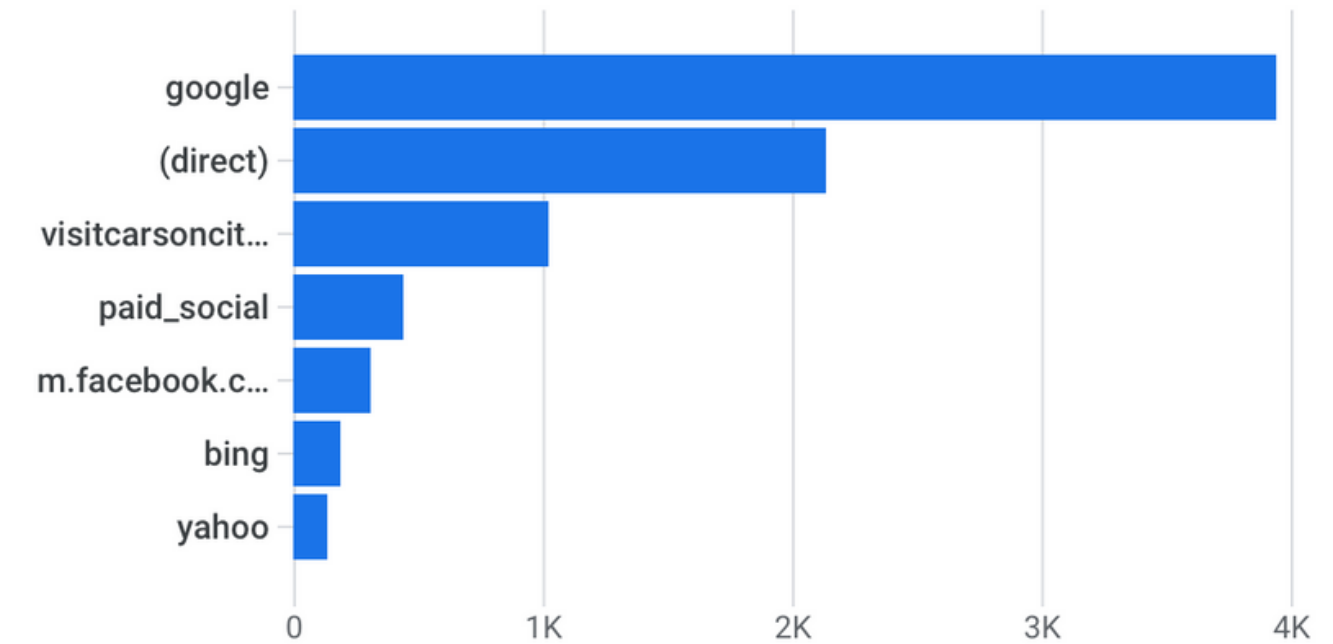
# MARKETING



## Website



### New users by First user source



## Page Views

Totals	26,114 100% of total
1 V&T Railway - Journey Back in Time - Carson City to Virginia City	7,972
2 Railbike Rides - V&T Railway - Carson Canyon Railbikes	4,667
3 Carson City - Virginia City Train Rides - V&T Railway Commission	4,045
4 The Polar Express - V&T Railway - Holiday Season	2,781

QUESTIONS?

