

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

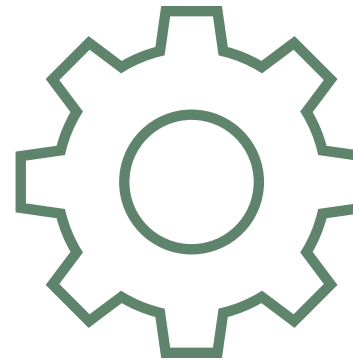
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
OCTOBER 28, 2021



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## September/October...

- Halloween at the Depot
- Continued work in FareHarbor
- A lot of customer service
- Post-ride survey

## The Polar Express

- Met with event decorator
- Finalized the Deluxe car gift
- Hotel coordination
- Music licensing
- North Pole setup has begun
- Found Santa and photographer

## Up Next...

- Halloween at the Depot
- Polar Express!

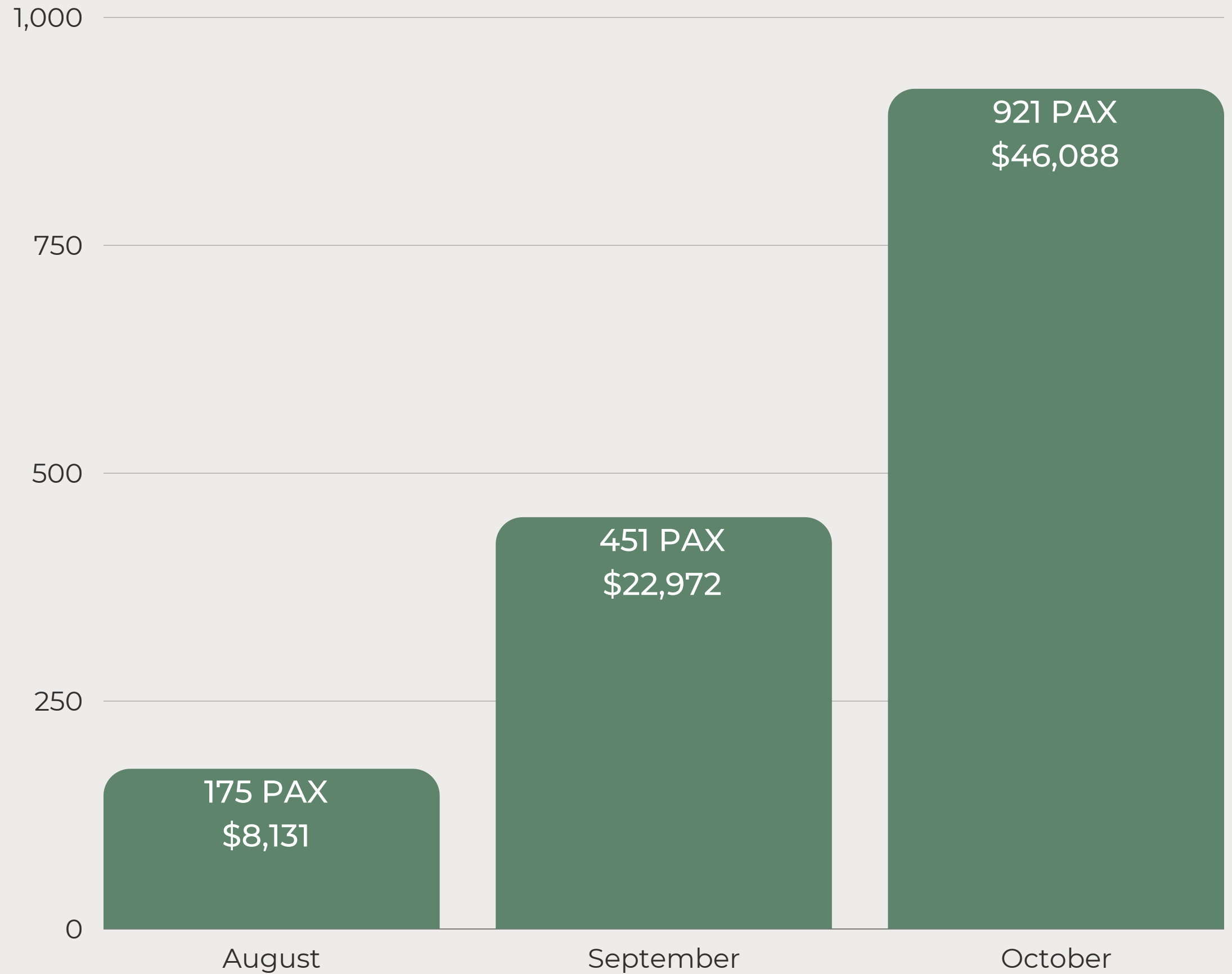
## The Polar Express

- Confirm Media Night logistics
- Finalize shuttle schedule
- Secure staffing
- Clean out and decorate the Depot
- Receive and layout retail



# GENERAL SEASON TRAINS

## REVENUE & RIDERSHIPS

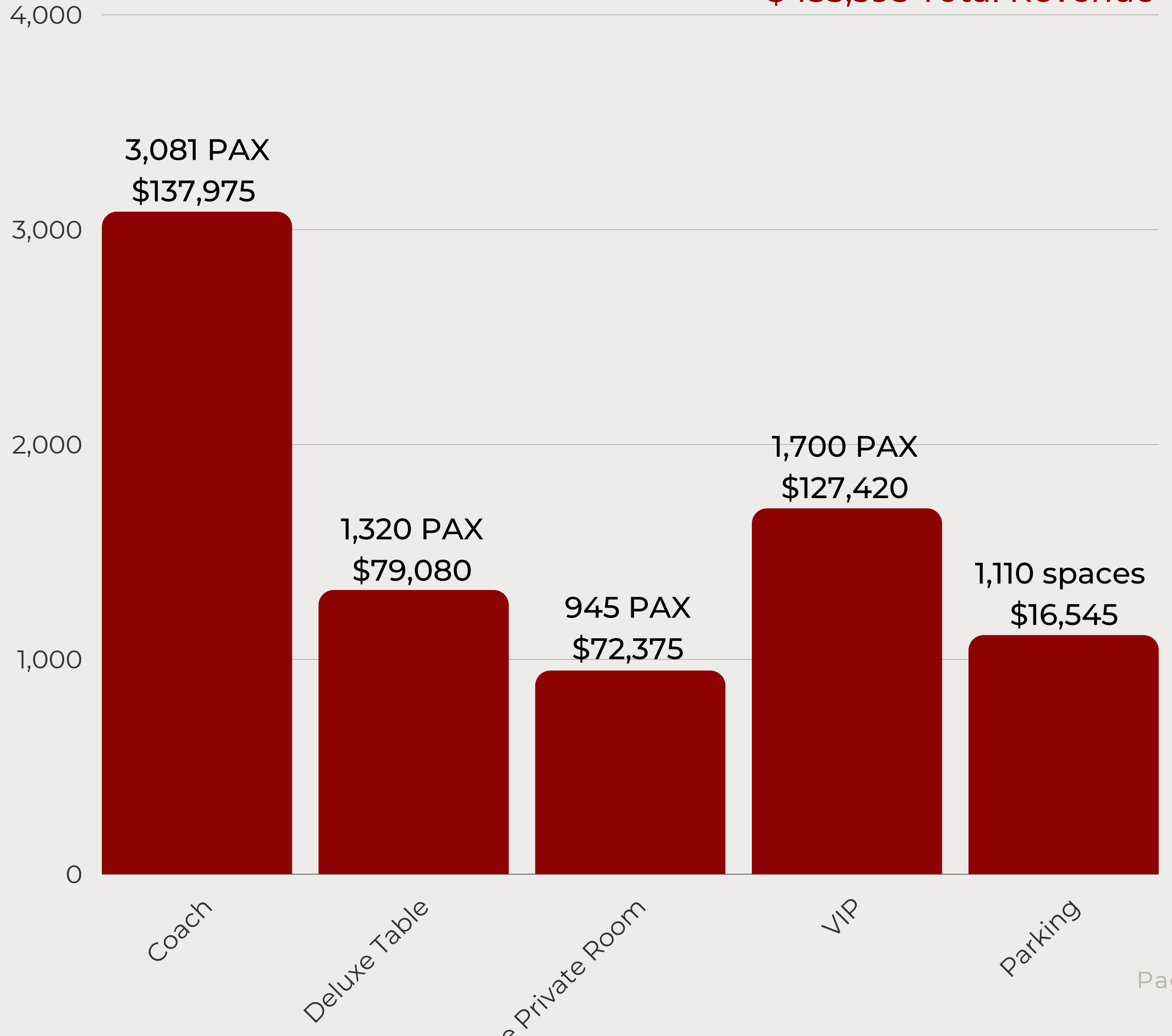




# THE POLAR EXPRESS TRAIN RIDE

## REVENUE & RIDERSHIPS

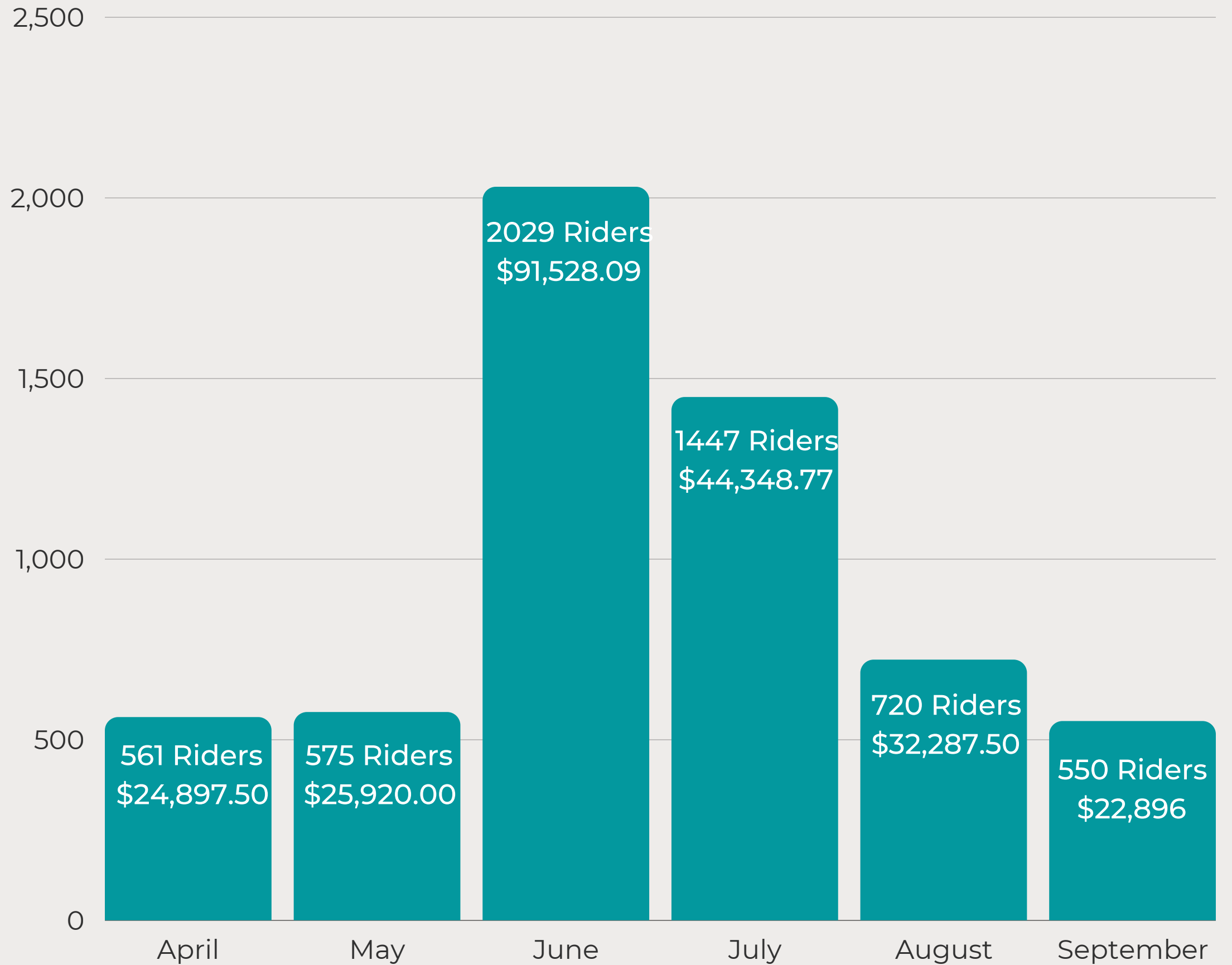
70% Sold  
\$433,395 Total Revenue

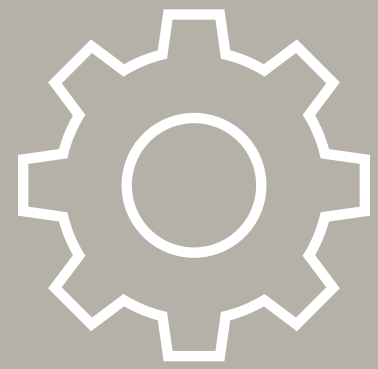




# RAIL BIKES

## REVENUE & RIDERSHIPS





# ASSETS



## September/October...

- Scheduled septic
- Routine Depot upkeep
- Coordination with BLM
- Secured propane schedule

## Up Next...

- Possible groundskeeper
- Minor Depot improvements
- Storage inventory



# BOARD RELATIONS



## September/October...

- Assistance with the audit
- Drako funds have been transferred
- Accounts payable
- A possible grant
- Completed Specialty License Plate audit paperwork
- Secured tax exempt status with various vendors
- Kiwana's presentation

## Up Next...

- The audit continues
- Commission meetings
- Accounts payable
- Board retreat
- Discussion with Nevada Mining Association





# MARKETING



## Public Relations

- Distributed 1 eblast
  - 23% open rate
  - 6.6% clicks
  - 10,121 subscribers
    - (+1,281 subscribers)

**CarsonNOW.org**  
Your One Stop for Carson City News

NEWS EVENTS REAL ESTATE CARS JOBS SUBMIT STORIES/PHOTOS ABOUT ADVERTISE VISIT CARSON CITY

**Youth groups and organizations sought for 'The Polar Express' North Pole Elves**  
Submitted by Carson Now Reader on Sun, 10/17/2021 - 8:05am

By Carla Wilson

Do you have a youth group or organization who would like to earn money while having fun being North Pole Elves? Lollipop Productions is seeking local youth groups and organizations to have fun portraying North Pole Elves for the 2021 Polar Express Train Ride Event hosted by the V&T Railway Commission.

**Colette M. Burau - ReMax Realty Affiliates**  
Call me when you're ready to make a move! I will make it as stress-free as possible! 775-250-8031, #S.23485 ...

**AAA Ultimate Pawn**  
---Leah's Saturday Special---A perfect present for a special someone!! Come check out this gorgeous Jules Jurgensen Pocket Watch today or ask ...

## Carson Now

OCT 17, 2021

(EST.) MONTHLY VISITS: ?	492K
Powered by  similarweb	
(EST.) COVERAGE VIEWS: ?	3.1K
DOMAIN AUTHORITY: ?	55



# MARKETING



## Social Media




•16,650 Page "Likes"  
5,816 page reach

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

This just in! THE POLAR EXPRESS Train Ride is 60% sold out! We still have limited availability in our Coach Car and in our November and early December dates.

NEW THIS YEAR! Free parking is available at [Gold Dust West Carson City](#) with a shuttle to the depot; however, parking at Eastgate Depot is \$15 for the safety of all. We highly encourage advanced purchase as parking is limited.

Happy Holidays, ya'!!!



**Performance for Your Post**

**2,341** People Reached

**18** Reactions, Comments & Shares

<b>12</b> Like	<b>12</b> On Post	<b>0</b> On Shares
<b>1</b> Love	<b>1</b> On Post	<b>0</b> On Shares
<b>4</b> Comments	<b>4</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**51** Post Clicks

<b>3</b> Photo Views	<b>0</b> Link Clicks	<b>48</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> 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.

**2,341** People Reached    **69** Engagements    [Boost Post](#)

👍❤️ Jessica Lake, Silvia Neill and 11 others    2 Comments 1 Share

👍 Like    💬 Comment    ➦ Share    🗲



•2,535 followers  
1,243 Accounts reached  
130 Accounts engaged



# MARKETING



## Advertising

- PEX Media Plan to start next week
  - only running through 11/30
  - Radio, Streaming Audio, Digital
- "Always on" general train advertising to start next week
- General season ad buy to start February 2022
  - Outdoor, TV, Streaming Audio, Radio, Digital



# MARKETING



## Website

<b>Users</b>	New users	Average engagement time <span>?</span>
9.8K	9.3K	1m 32s

**Views**  
27K

### Views by Page title and screen class

PAGE TITLE AND SCREE...	VIEWS
<a href="#">The Polar Expr...oliday Season</a>	7.9K
<a href="#">V&amp;T Railway - J...o Virginia City</a>	7.4K
<a href="#">Railbike Rides ...nyon Railbikes</a>	3.2K
<a href="#">Carson City - V...way Commission</a>	2.7K
<a href="#">Train Rides - ... with Nevada.</a>	575
<a href="#">Special Event...EN CANCELLED</a>	482
<a href="#">Virginia City -...way Commission</a>	468

User Source		Totals
		9,295 100% of total
1	google / organic	5,137
2	(direct) / (none)	2,285
3	visitcarsoncity.com / referral	765
4	bing / organic	228
5	m.facebook.com / referral	152
6	yahoo / organic	142
7	duckduckgo / organic	84
8	raileventsinc.com / referral	79
9	newtoreno.com / referral	72
10	l.facebook.com / referral	49

User City		Totals
		9,804 100% of total
1	Reno	1,718
2	Sacramento	1,027
3	Washington	624
4	Carson City	567
5	Sparks	384
6	(not set)	327
7	Roseville	325
8	Las Vegas	196
9	South Lake Tahoe	171
10	Gardnerville Ranchos	162

QUESTIONS?

