

# OUTLINE



Operations



Assets



Board Relations



Marketing

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
JANUARY 26, 2022



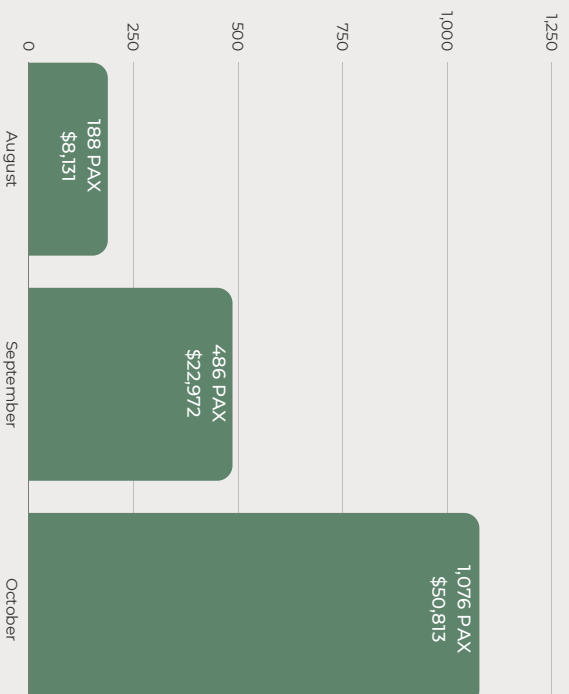


# GENERAL SEASON TRAINS

## RIDERSHIP & REVENUE

**2021**  
 1750 Total Riders  
 \$81,916.00 Total Revenue

**2019**  
*Same timeframe*  
 2176 Total Riders  
 \$107,529.30 Total Revenue



## OPERATIONS

### October, November & December...

- General season wrap up
- Halloween at the Depot
- Freedom Rail season wrap up

### The Polar Express

- Establish processes and procedures
- Hire and trained staff
- Received and set up retail
- Ongoing customer service
- Established Hot Chocolate methods and procedure
- Successfully launched and ran The Polar Express Train Ride!
- Final e-blast for Polar Express surveys

### Up Next...

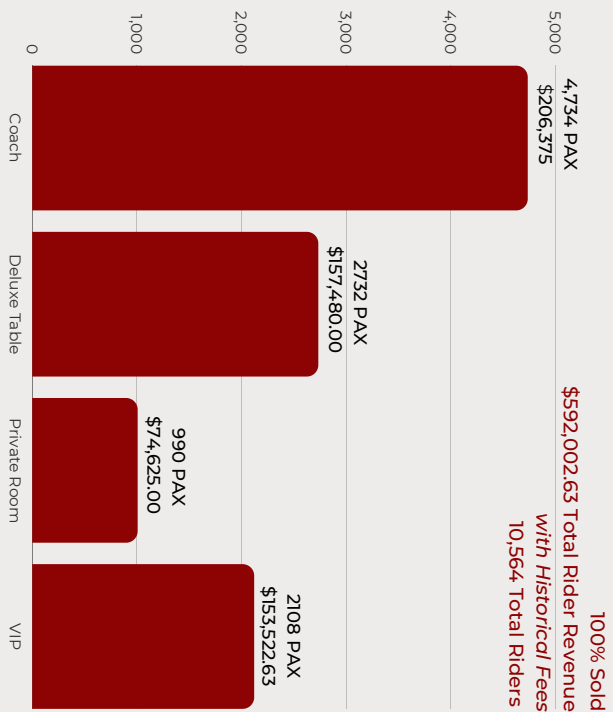
- Finalize the 2022 General Train and Polar Express schedules
- Set up 2022 season in Fare Harbor
- Coordination with Freedom Rail for 2022 season

### The Polar Express

- Finalizing budget numbers
- Complete Rail Events' royalty forms
- Inventory and pack remaining retail
- Take down and put away holiday decor
- Conference call with Rail Events
- Survey results



# THE POLAR EXPRESS TRAIN RIDE RIDERSHIP & REVENUE

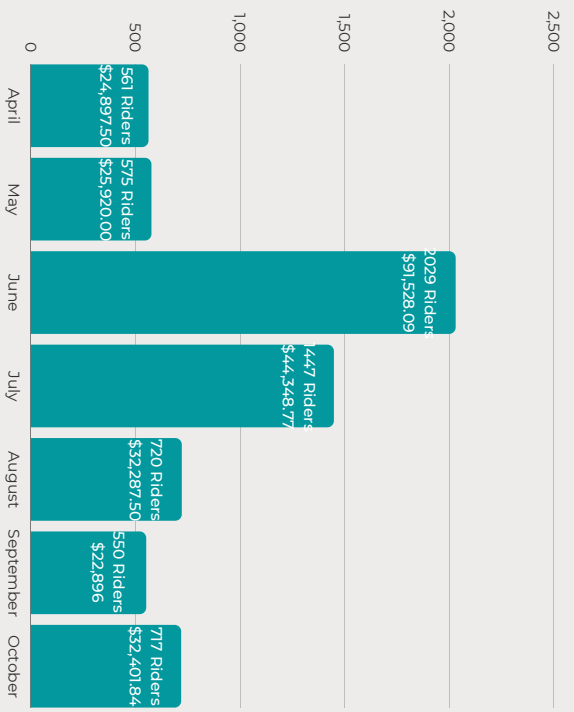


100% Sold  
\$592,002.63 Total Rider Revenue  
with Historical Fees  
10,564 Total Riders

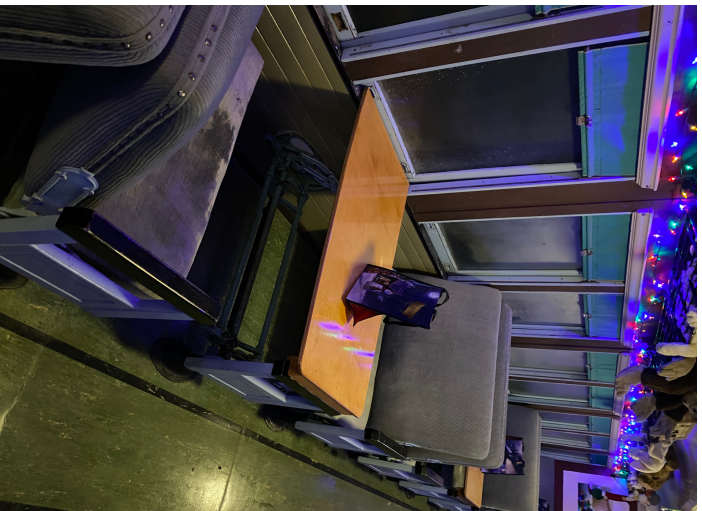


# RAIL BIKES REVENUE & RIDERSHIPS

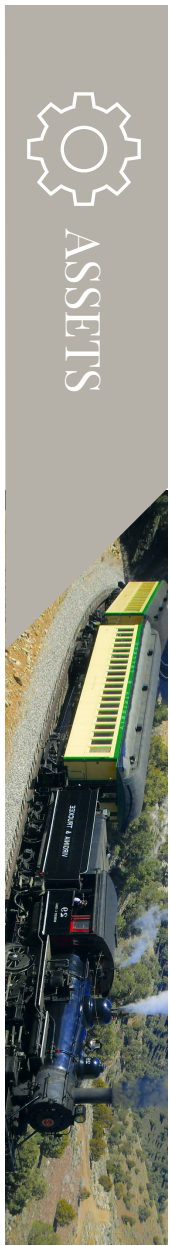
NOT CONFIRMED











### October, November & December...

- Routine septic pumping
- On a propane schedule
- Coordinated snow removal
- Air tight septic risers installed to help with smell

### Up Next...

- Investigate busted water pipe
- Have electrician out to the Depot
- Minor Depot improvements
- Storage inventory

### The Polar Express

- Cleaned out and transformed the Depot





# MARKETING



## Social Media



- 16,684 Page "Likes" - 2% increase
- 5,816 page reach



- 2,650 followers
- 4.5% increase
- 2,009 Accounts reached
- 1264 Accounts engaged

Post details

Virginia & Truckee Railway  
November 14, 2021

The Polar Express Train Ride is 99.9% SOLD OUT! BUT we still have some availability on Thursday, November 18 at 6:30 PM (last opened) and 5 PM as well as on Friday, November 19 at 8 PM. Be sure to book quick because the remaining tickets are sure to go fast! 🎅

Performance for your post

3,317 People Reached

164 reactions, Comments & Shares #	0	0
27 Like On Post On Shares	2	0
2 Love On Post On Shares	132	10
3 Comments On Post On Shares	3	0
122 New Clicks On Post On Shares	6	118

NEGATIVE FEEDBACK

0 Link clicks #

118 Other clicks #

1 Hide all posts

2,066 9

Stories

Reach v

Last 3 Months v

Sort by Newest



# BOARD RELATIONS



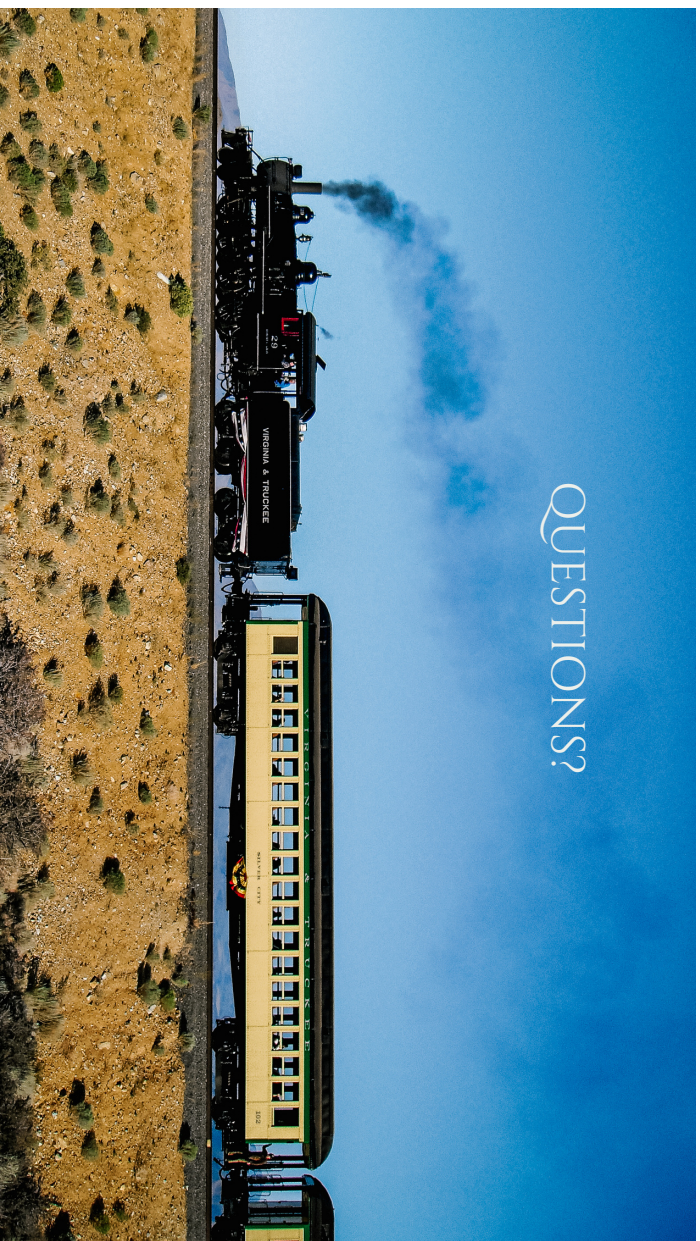
## October, November & December...

- Assisted to finalized audit
- Drako payment plan in place
- Accounts payable
- FRA Form-55
- Completed insurance renewal documents

## Up Next...

- Commission meetings
- Board retreat
- Accounts payable
- Budget planning



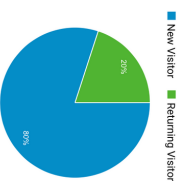
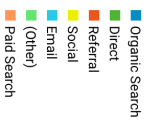
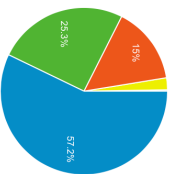


## Website

Oct. 1, 2021 - Jan 23, 2022

Users **46K** ↑9.5%      Revenue **\$212K** ↓48.2%      Conversion Rate **1.47%** ↑51.3%      Sessions **66K** ↑7.9%

### Top Channels



Pageviews **242,768**

Unique Pageviews **144,709**

City	Users	% Users
1. Reno	9,670	19.16%
2. Sacramento	4,396	8.71%
3. San Francisco	2,997	5.19%
4. Carson City	2,553	5.06%
5. Sparks	1,966	3.90%
6. Roseville	1,380	2.73%
7. (not set)	1,129	2.24%
8. Las Vegas	1,063	2.11%
9. San Jose	1,033	2.05%
10. South Lake Tahoe	945	1.67%