

VIRGINIA & TRUCKEE RAILWAY
COMMISSION MEETING

OPERATIONS UPDATE

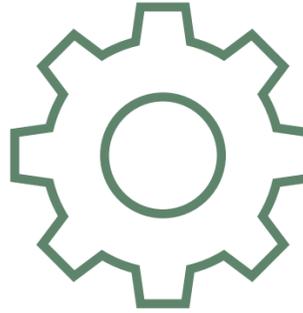
PRESENTED BY ALLYSON BOLTON
ATYPICAL CONSULTING AND EVENTS
MAY 11, 2022



OUTLINE



Operations



Assets



Board Relations



Marketing



OPERATIONS

April & May...

- General season trains now on sale!
- Tahoe Health Auxiliary train
- Mother's Day on the train
- Continued coordination with Freedom Rail for 2022 season
- Communication with interested groups and customers

The Polar Express

- Inventoried and packed remaining retail
- Took down and put away holiday decor
- Posted Production and Sound RFPs

Up Next...

- Operating the general train season
- Memorial Day Weekend trains
- Father's Day trains
- Toast of the Canyon trains
- Special group trains
- Investigating upgrade options

The Polar Express

- Rail Events Camp!
- Explore Production and Sound vendor options
- Explore sound system options



OPERATIONS



**MOTHER'S DAY
WEEKEND**
TOTAL
BOOKINGS - 333 PAX
SAT - 120 PAX
SUN - 213 PAX
REVENUE - \$17,747





GENERAL SEASON TRAINS

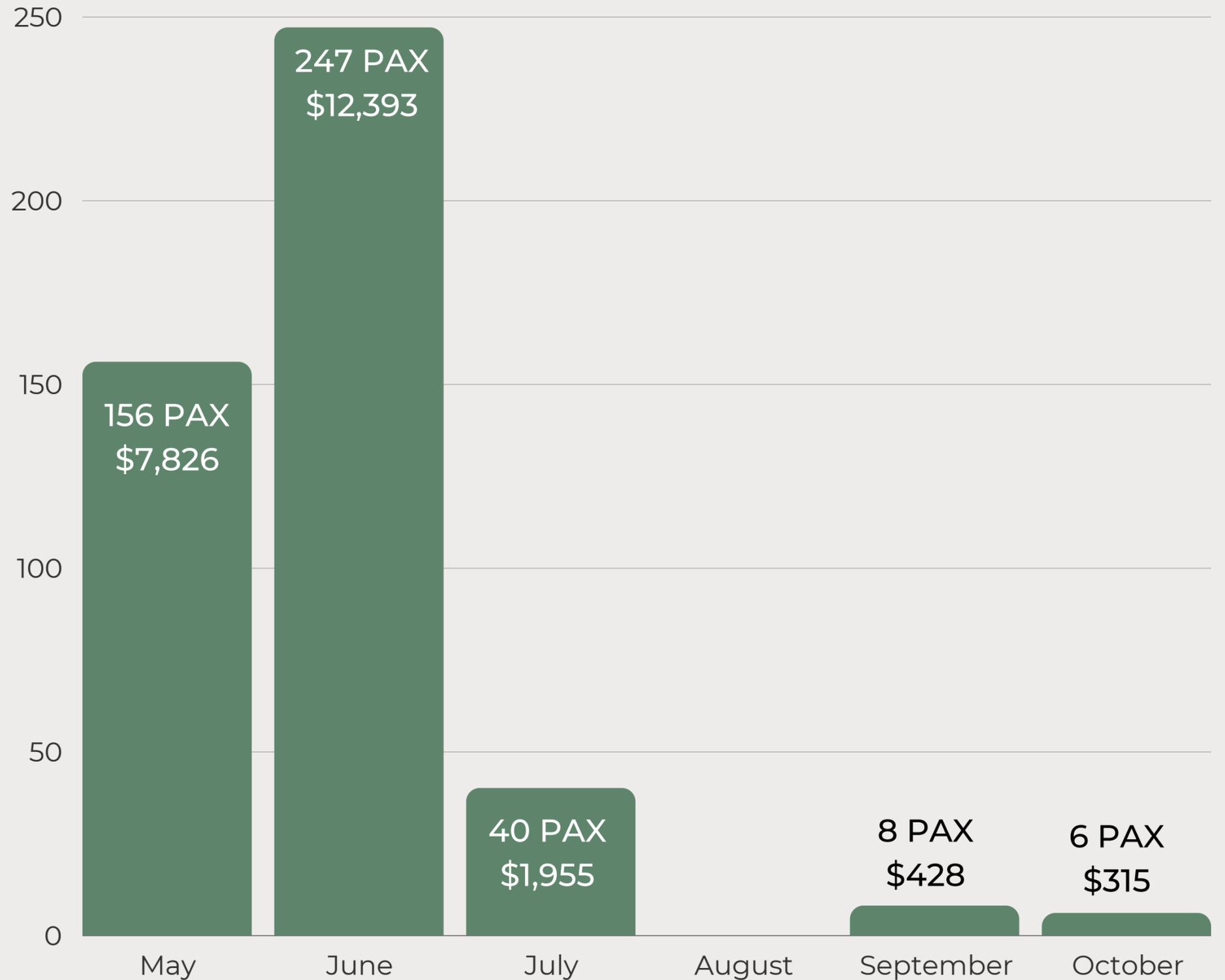
RIDERSHIP & REVENUE

457 General Season Riders

\$22,917 Total General Revenue

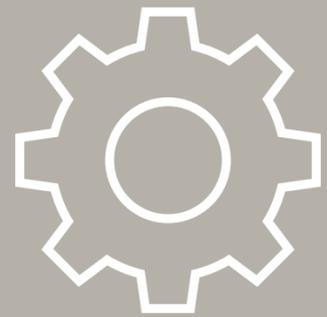
2 Private Charters + Negotiating 1 More

\$15,500 Total Charter Revenue





RAIL BIKES



ASSETS



April & May...

- Repaired leaky water pipe
- Secured regular janitorial services

Up Next...

- QR Code signage
- Have electrician out to the Depot
- Minor Depot improvements
- Storage inventory



BOARD RELATIONS



April & May...

- Accounts payable
- No commission meeting in April!
- Continued budget planning
 - VTRR
 - MOW
- Continued coordination with Roy Street for Drako property

Up Next...

- Budget hearing
- Commission meetings
- Accounts payable
- Continue conversations with VTRR
- Planning timeline for all contract terms



MARKETING



- **General**
- **Public Relations**
- **Email Marketing**
- **Social Media**
- **Media Buy**
- **Website**

General

- Design a rack card
- Continued nonprofit and partner donations

Public Relations

- Media Visit - Northern Nevada Moms

Email Marketing



Completed Campaign • Apr 21

0422 - Trains - 2022 Season Announcement

10479 Recipients

Open Rate **44.8%**

Clicks Per Unique Open **6.7%**

Successful Deliveries .. **10388**

Total Opens **6586**

Total Clicks **467**

Orders **0**

Average Order Revenue **\$0.00**

Total Revenue **\$0.00**





MARKETING



Social Media



- 16,715 Page "Likes"
- Continued effort to coordinate with Facebook regarding ownership of our page

Data From April 12, 2022 - May 9, 2022

Actions on Page

April 12 - May 9

12

Total Actions on Page ▲100%



Page Views

April 12 - May 9

358

Total Page Views ▲80%



Post Reach

April 12 - May 9

24,576

People Reached ▲11020%



Page Followers

April 12 - May 9

53

Page Followers ▲47%



Page Likes

April 12 - May 9

53

Page Likes ▲47%



Post Engagement

April 12 - May 9

2,678

Post engagement ▲29656%





MARKETING



Social Media



- 3,607 Organic Reach
- 17,050 Paid Reach

Virginia & Truckee Railway
Published by Allyson Bolton · April 28 ·

Celebrate mom on the V&T! Make this Mother's Day weekend a time to remember by taking Mom out on a fun-filled day on the V&T Railway – Carson City to Virginia City 24 mile round trip. Experience something as unique as she is with our pre-season diesel train rides. Escape to Virginia City and enjoy spectacular scenery and authentic Wild West history as you treat mom to the great brunch and shopping offerings in Virginia City.

Complementary coffee, mimosas and pastries for everyone. Moms receives a special gift!
VTrailway.com

ALL ABOARD
THE MOTHER'S DAY TRAIN

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

19,989 People reached **1,640** Engagements [Boost again](#)

Performance for your post

19,989 People Reached

189 Reactions, Comments & Shares

117 Like	101 On Post	16 On Shares
15 Love	11 On Post	4 On Shares
30 Comments	16 On Post	14 On Shares
27 Shares	27 On Post	0 On Shares

1,451 Post Clicks

3 Photo views	636 Link clicks	812 Other clicks
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NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Performance

You've spent \$200.00 over 9 days.

Link clicks	Reach	16,604
581	Cost per link click	\$0.34

Activity

Engagement on Facebook

Link clicks	581
Comments	7
Shares	21



MARKETING

Social Media



• 2,661 followers

Last 30 Days ▾

Apr 10 - May 9

Insights Overview

You reached **+2,261%** more accounts compared to Mar 11 - Apr 9

Accounts reached	1,275	+2,261%
Accounts engaged	91	+2,933%
Total followers	2,661	+0.5%

Content You Shared

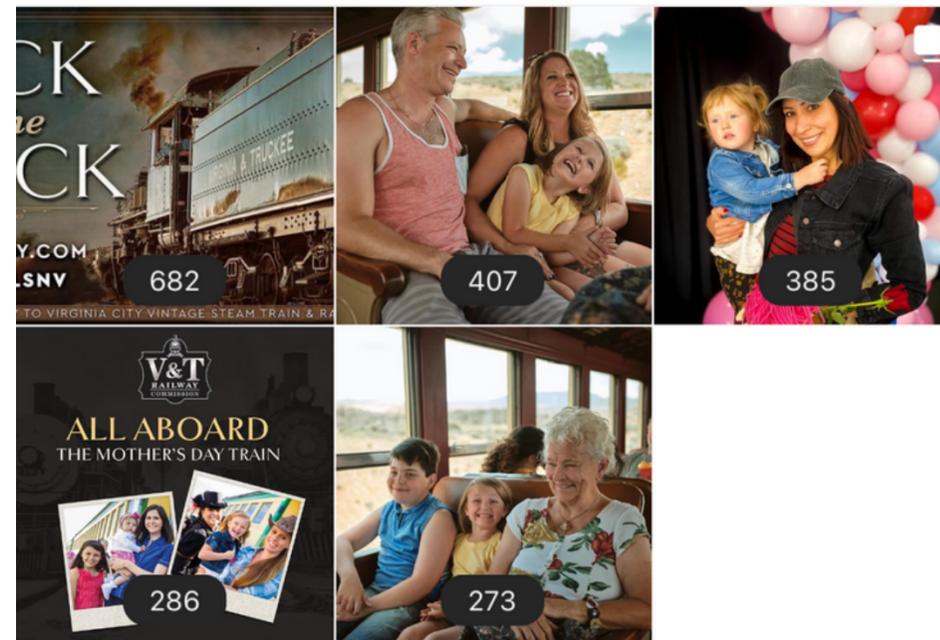
5 Posts



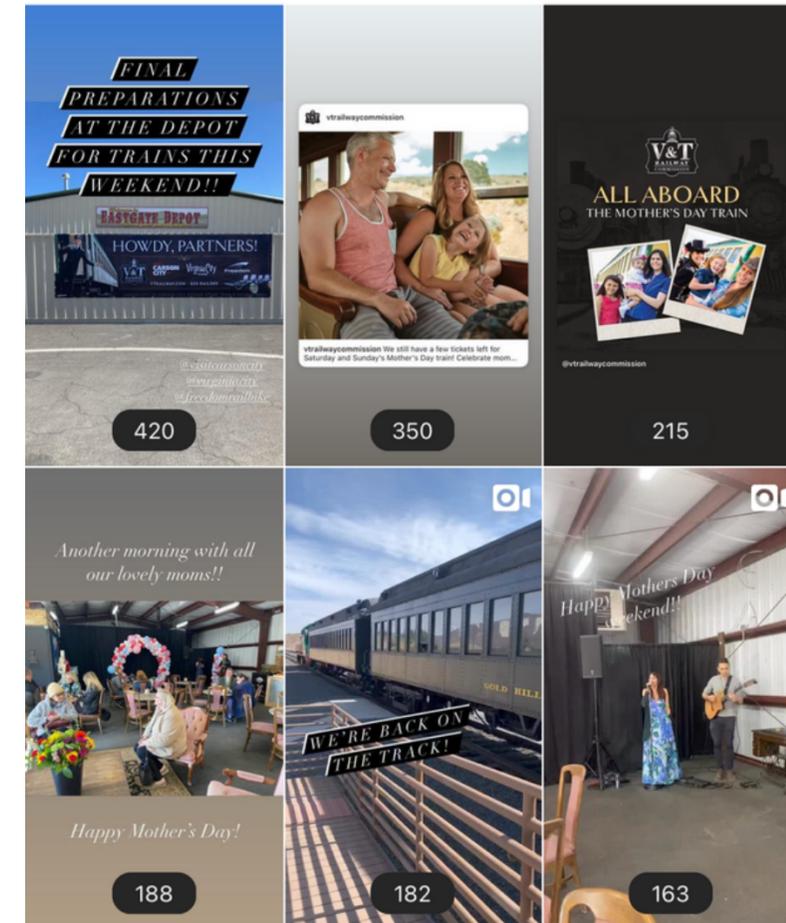
21 Stories



Posts



Stories





MARKETING



Media Buy

- "Poster" Billboards
 - Second flight of posters scheduled for 4/11 – 5/8. The flight includes a total of four 10'x22' posters. Estimated each 4-week flight should deliver 800,000 to 1 million impressions. Previous flight delivered 1,041,792 impressions.
 - Due to a little override on all of our March boards we delivered 123,539 more impressions on our March 10 flight than we estimated.
 - 4/11 – 5/8 Locations:
 - S. Virginia n/o Taylor St.
 - Liberty St w/o Sierra St.
 - Kietzke Lane s/o Gentry Way
 - S Virginia n/o Arrowcreek





MARKETING



Media Buy

- Paid search - just began - not enough data to report

Up Next...

- TV
- Radio
- Pandora





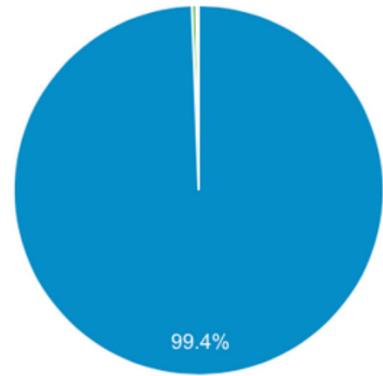
MARKETING



Website

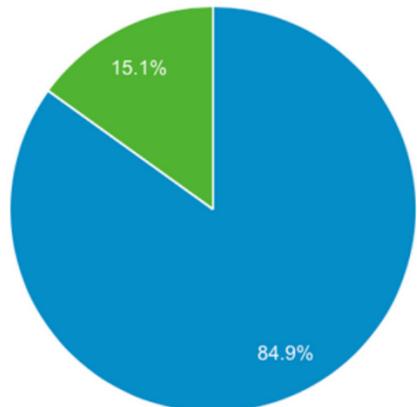
April 12- May 9, 2022

Top Channels



- Direct
- Organic Search
- Referral
- Social
- Paid Search

- New Visitor
- Returning Visitor



	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	2,216	2,147	2,784
1 ■ Direct	2,205		
2 ■ Organic Search	8		
3 ■ Referral	2		
4 ■ Social	2		
5 ■ Paid Search	1		

City

City	Users	% Users
1. Reno	437	18.89%
2. Sacramento	203	8.78%
3. Carson City	192	8.30%
4. San Francisco	130	5.62%
5. Sparks	90	3.89%

Users

2.2K

↑404.8%

Revenue

\$32K

-

Conversion Rate

6.39%

-

Sessions

2.8K

↑412.7%

QUESTIONS?

