

VIRGINIA & TRUCKEE RAILWAY
COMMISSION MEETING

OPERATIONS UPDATE

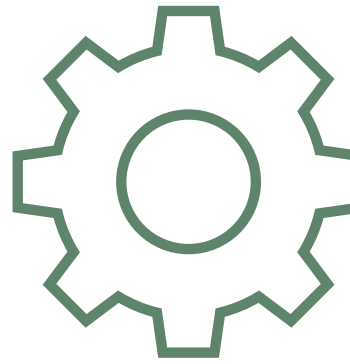
PRESENTED BY ALLYSON BOLTON
ATYPICAL CONSULTING AND EVENTS
JUNE 22, 2022



OUTLINE



Operations



Assets



Board Relations



Marketing



OPERATIONS

May & June...

- Running general season trains
- Continued coordination with Freedom Rail for 2022 season
- Continued communication with interested groups and customers
- Group contracts
- Customer service - email & phone

The Polar Express

- Attended Polar Express Camp
- Placed retail order with Rail Events
- Placed cookie order with Granny B's
- Conversations with potential Production vendors

Up Next...

- Special group trains
- Investigating upgrade options
- Staffing search

The Polar Express

- Executing what we learned at Polar Express Camp
- Lock in a Production vendor
- Go on sale!
- Visits from Rail Events staff for assistance



GENERAL SEASON TRAINS

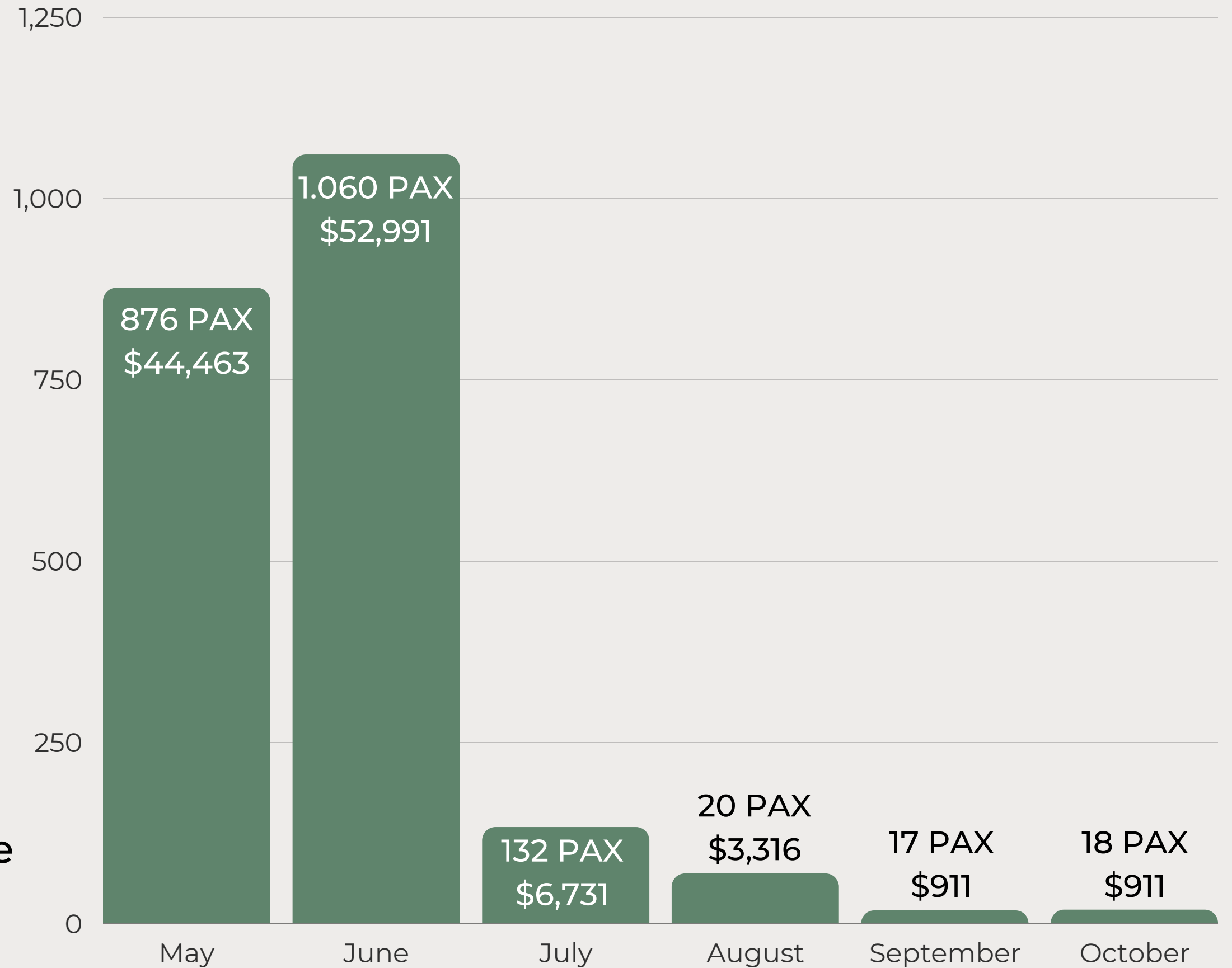
RIDERSHIP & REVENUE

2,171 General Season Riders

\$109,323 Total General Revenue

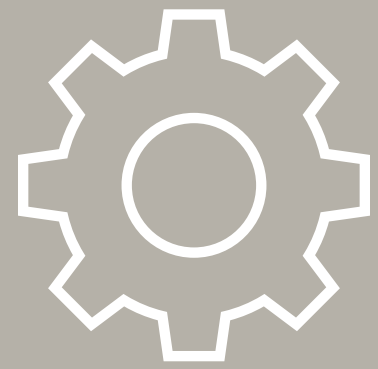
2 Private Charters + Negotiating 1 More

\$15,500 Total Charter Revenue





RAIL BIKES



ASSETS



May & June...

- Moved all operations to the steel building
 - Yellow building to convert to office, storage and PEX retail back stock

Up Next...

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



BOARD RELATIONS



May & June...

- Accounts payable
- Working to resolve credit card issue
- Continued budget planning
 - VTRR
- Budget hearing
- Continued coordination with Roy Street for Drako property

Up Next...

- 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

- Designed rack card
- Continued nonprofit and partner donations

Public Relations

- Media Visit - Northern Nevada Moms

Email Marketing



Completed Campaign • May 19

0522 - Trains - 2022 Steam Announcement

10413 Recipients

Open Rate **44.1%**
 Clicks Per Unique Open **6.2%**
 Successful Deliveries ... **10342**
 Total Opens **6558**

Total Clicks **1377**
 Orders **0**
 Average Order Revenue **\$0.00**
 Total Revenue **\$0.00**



MARKETING



Social Media



- 16,721 Page "Likes":
- Continued effort to coordinate with Facebook regarding ownership of our page

Data From May 24, 2022 - June 20, 2022

Page Views

May 24 - June 20

375

Total Page Views ▲0%



Page Likes

May 24 - June 20

45

Page Likes ▲5%



Virginia & Truckee Railway
Published by Allyson Bolton [?] · May 27 · 🌐

We have just a few seats left for our steam Engine 18 running this Memorial Weekend.

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

2,204 People reached **71** Engagements [Boost post](#)

👍 30 3 Shares

👍 Like 💬 Comment ➦ Share 🗑️

Performance for your post

2,204 People Reached

43 Reactions, Comments & Shares ⓘ

36 👍 Like	29 On Post	7 On Shares
1 ❤️ Love	1 On Post	0 On Shares
3 😂 Haha	0 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

28 Post Clicks

9 Photo views	0 Link clicks ⓘ	19 Other clicks ⓘ
-------------------------	---------------------------	-----------------------------

NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



MARKETING



Social Media



• 2,686 followers

Last 30 Days ▾

May 22 - Jun 20

Insights Overview

You gained 24 more followers compared to Apr 22 - May 21.

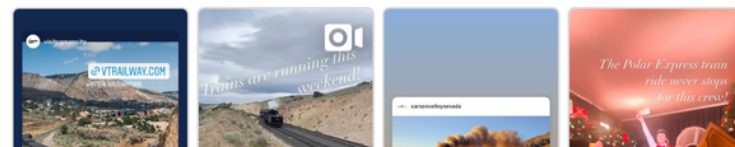
Accounts reached	892	-31.1%	>
Accounts engaged	110	-8.4%	>
Total followers	2,686	+0.9%	>

Content You Shared

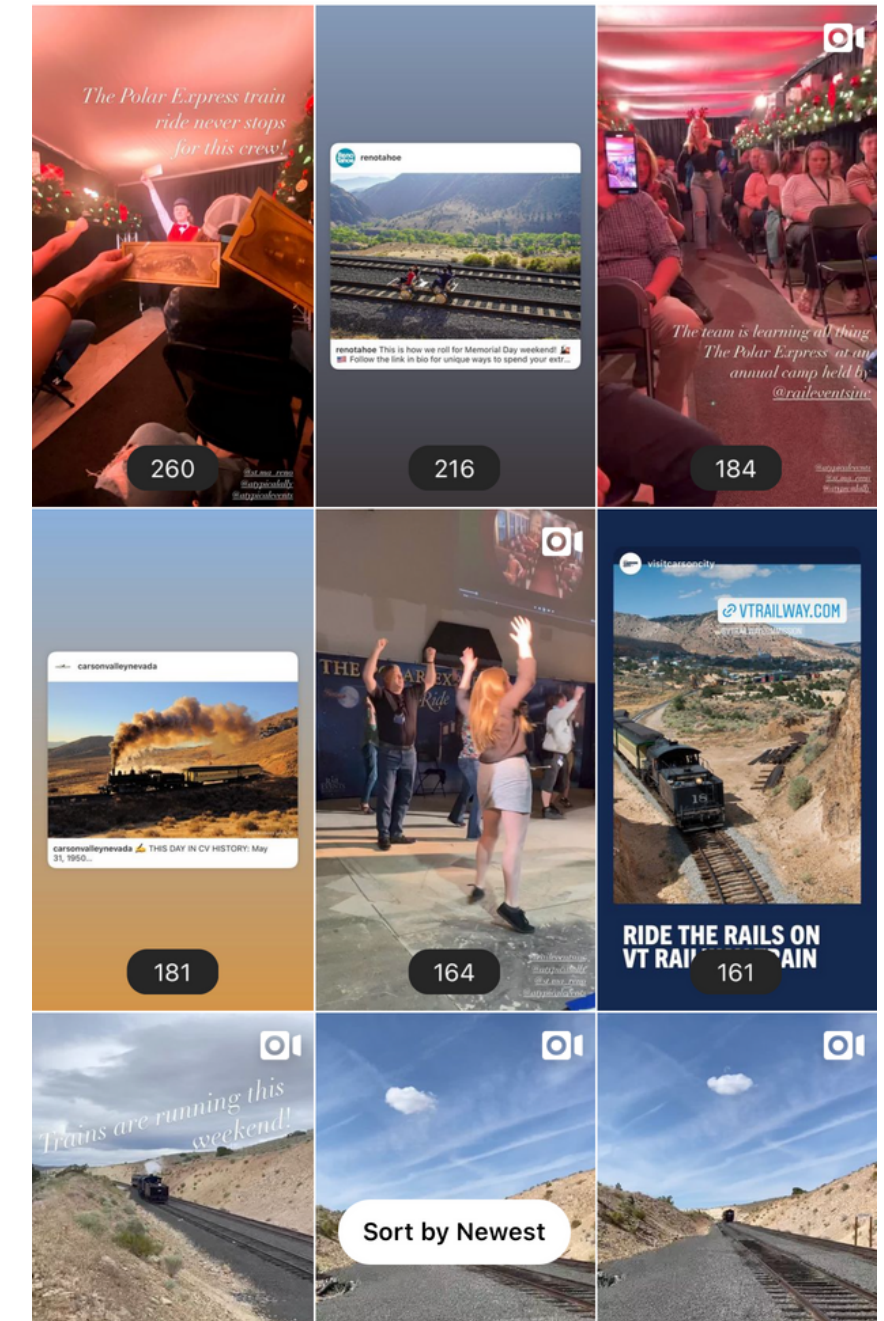
1 Post >



13 Stories >



Stories



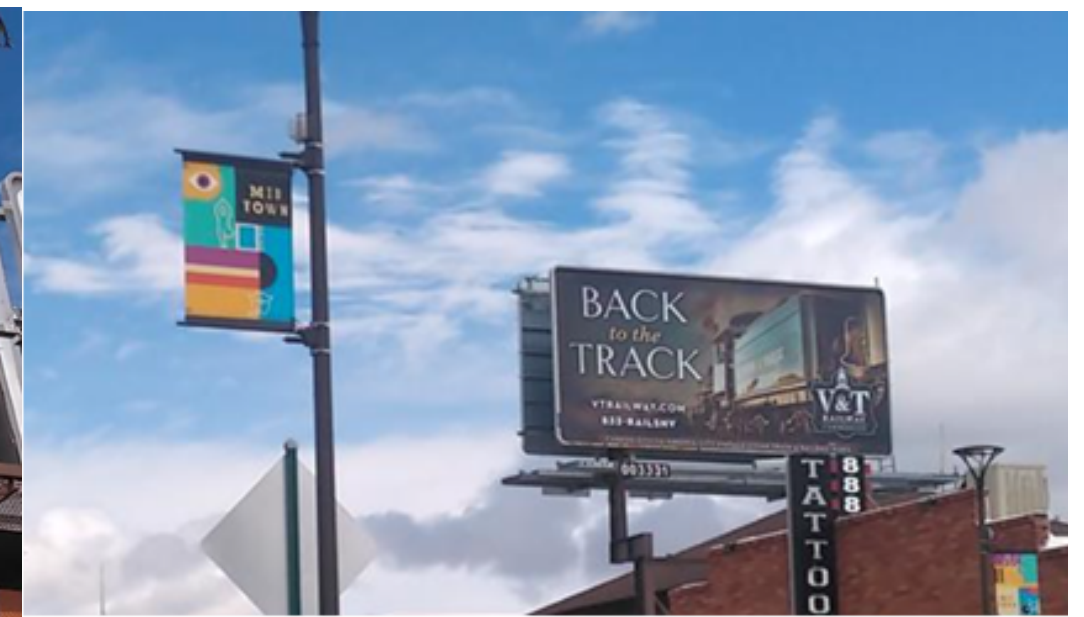


MARKETING



Media Buy - May Report Billboards

- "We estimated each 4-week flight should deliver 800,000 to 1 million impressions. This particular flight delivered 1,070,874 impressions.
- Due to a little override we delivered 1405,563 more impressions on our 5/9 flight than we estimated.
- Locations: 5/9 – 6/5
- #2561 S Virginia St n/o Mt Rose
- #19261 Kietzke Lane s/o Gentry
- #28021 W 4th St w/o Woodland
- #28031 W 2nd e/o Keystone





MARKETING



Media Buy - May Report Television

May kicked off our first television campaign. Spots aired the weeks of April 26th and May 2nd on KOLO (Ch 8), KRNV (Ch 4) and KTVN (Ch 2).

Due to inventory pressure from political campaigns buying so much news and prime air time, we opted to run 05-second and 10-second spots on the stations as lead-ins to the programming we otherwise couldn't afford. For example, a 30-second spot in Jeopardy costs over \$250, but we ran 10-second spots leading into the program, after the news, for \$65. We looked for dozens of opportunities like this across all of the stations to maximize the V&T Railway budget.

We managed to deliver 93 spots over the two-week period in programs like the Today Show, Good Morning America, local morning news, evening news, weekend news and Jeopardy. We estimate we delivered over 880,000 impressions.

May ended with another flight airing the weeks of 5/16 and 5/23. We are still reconciling those invoices. These deliverables will be included in the June recap.



MARKETING



Media Buy - May Report

ONLINE MEDIA – SEARCH AND DISPLAY

Our digital campaign is performing well with nearly 3,000 clicks in April/May. Most impressive is the search campaign with a 20.22% click through rate. Our goal, particularly with launching a new campaign is to reach a 2% click through rate, so we're well above our goals.

With over 250,000 display and retargeting impressions, we've done a good job giving yet another touch point to support our outdoor and television efforts. The 162 retargeting clicks indicates it's good we're reserving these ads to warm leads who have already visited our website.

Channel	Impressions	Clicks	CTR	CPC	Reach	Frequency
Display	201,793	350	0.17%	\$4.72	40,778	2.45
Display Retargeting	51,991	162	0.31%	\$2.32	8,071	6.44
Search	11,933	2,413	20.22%	\$0.46		
Total:	265,717	2,925	1.10%	2.50	48,849	4.45



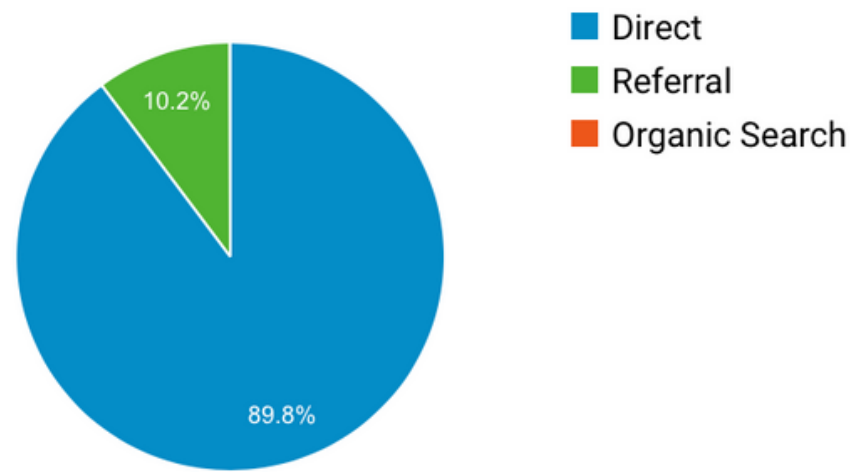
MARKETING



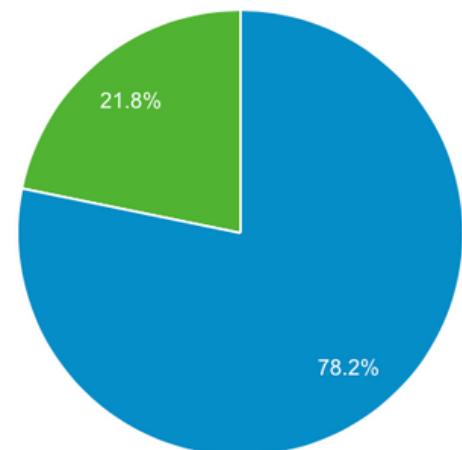
Website

May 24, 2022 - June 20, 2022

Top Channels



New Visitor Returning Visitor



Users

3.1K
↑0.2%

Revenue

\$39K
↓7.3%

Conversion Rate

5.72%
↓3.4%

Sessions

4.2K
↑4.8%

City	Users	% Users
1. (not set)	715	19.19%
2. Reno	386	10.36%
3. Sacramento	245	6.58%
4. San Francisco	178	4.78%
5. Carson City	156	4.19%
6. Sparks	96	2.58%
7. Los Angeles	90	2.42%

QUESTIONS?

