

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

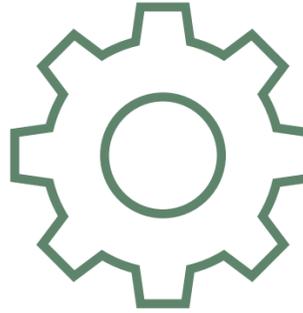
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
JULY 27, 2022



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## July...

- Running general season trains
- Special group train - T.R.A.S.H.
- Continued vendor coordination
- Customer service - email & phone
- Search for new ticketing system

## Up Next...

- Continue running general season trains
- Special group trains
- Group contracts

## The Polar Express

- Locked in a Director & Stage Manager!

Welcome Nicolle Larson!



## The Polar Express

- Go on sale!
- Execute what we learned at Polar Express Camp
- Secure North Pole vendor
- Create sponsorship packet
- Install permanent sound system
- Decor planning
- Visits from Rail Events staff for assistance

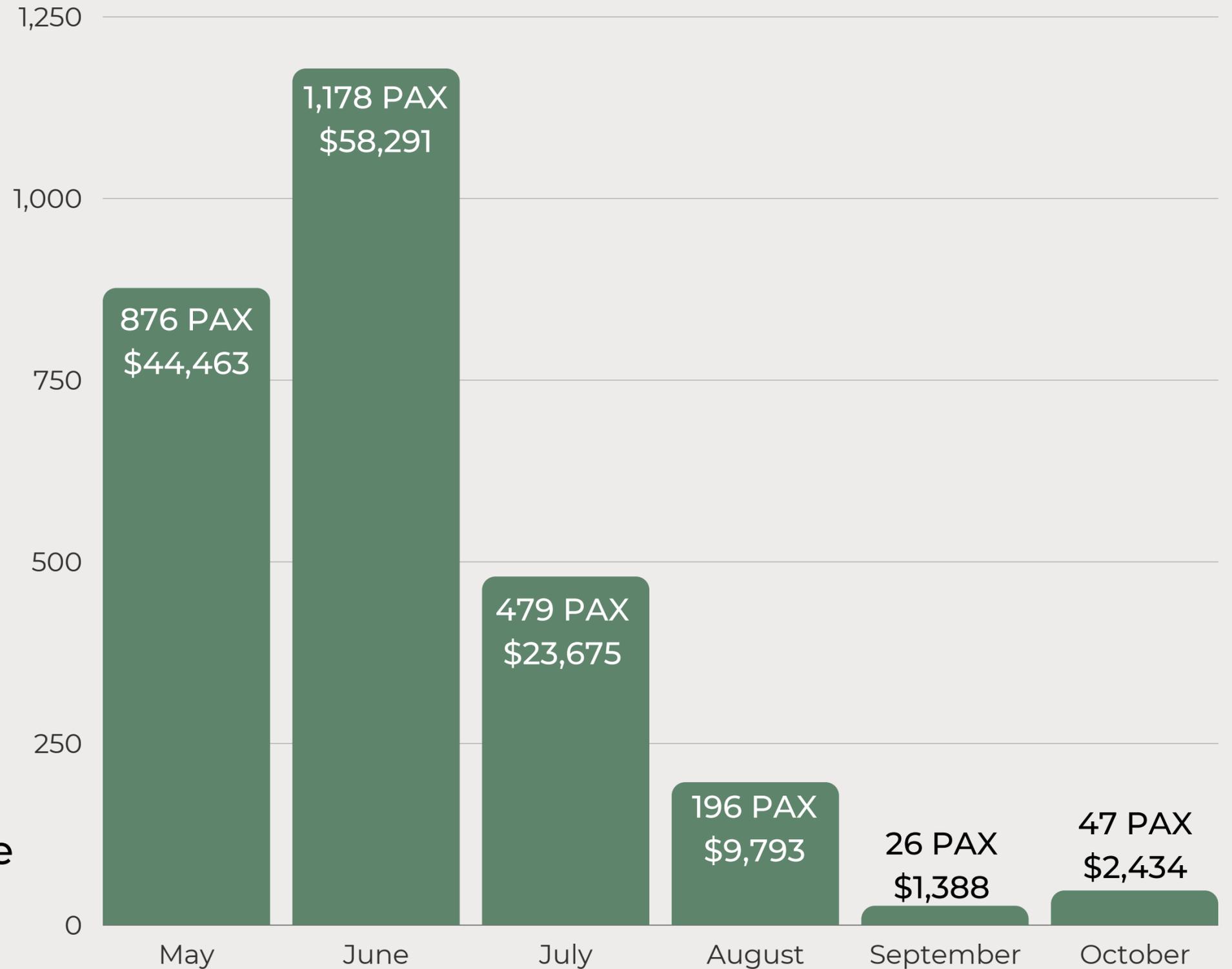


# GENERAL SEASON TRAINS

## RIDERSHIP & REVENUE

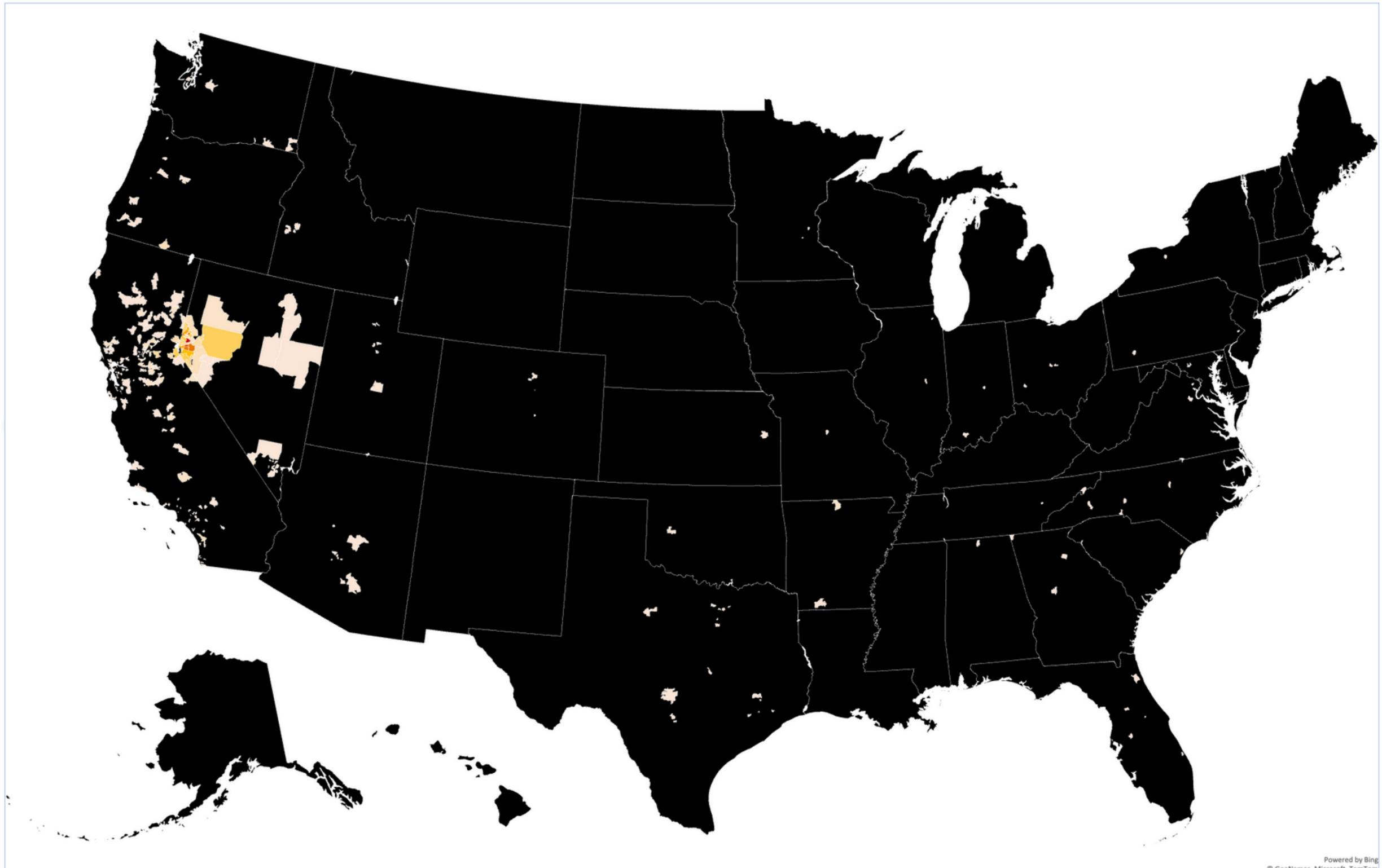
2,808 General Season Riders  
\$141,144 Total General Revenue

2 Private Charters + Negotiating 1 More  
\$15,500 Total Charter Revenue



# SALES BY ZIP CODE

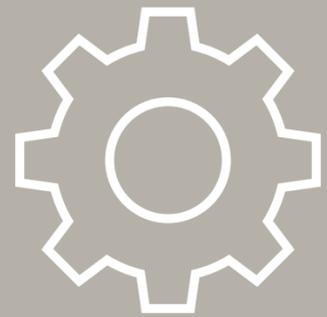
Sales by Zip Code



Powered by Bing  
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RAIL BIKES



# ASSETS



## July...

- Secured quotes for digitizing all files

## Up Next...

- QR Code signage
- Have electrician and plumber out to the Depot
- Storage inventory
- Clean out the blue hanger
- Prep for Polar!



# BOARD RELATIONS



## July...

- Accounts payable
- Commission meetings
- Working to resolve credit card issue
- Continued contract negotiations with VTRR
- Searched for missing bank statements
- Continued coordination with Roy Street for Drako property
- Planning timeline for all contract terms

## Up Next...

- Accounts payable
- Commission meetings
- Continue conversations with VTRR
- Organize Box



# MARKETING



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

## General

- Hired a Marketing Manager!

Welcome  
Leann Pinguelo!!



- Confirming 23FY marketing budget
- Designed rack card





# MARKETING



## Social Media



- 16,735 Page "Likes:
- Continued effort to coordinate with Facebook regarding ownership of our page



- 2,696 followers

**Virginia & Truckee Railway**  
Published by Allyson Bolton [?] · June 24 · 🌐

The day has arrived! Railbike tours begin this weekend. We'll see you out on the track!  
<https://vtrailway.com/train-rides/carson-canyon-railbikes/>



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

**6,380** People reached      **310** Engagements      [Boost post](#)

👍 61      12 Comments 18 Shares

**Performance for your post**

**6,380** People Reached

**126** Reactions, Comments & Shares ⓘ

<b>77</b> Like	<b>59</b> On Post	<b>18</b> On Shares
<b>4</b> Love	<b>2</b> On Post	<b>2</b> On Shares
<b>3</b> Haha	<b>0</b> On Post	<b>3</b> On Shares
<b>2</b> Wow	<b>1</b> On Post	<b>1</b> On Shares
<b>22</b> Comments	<b>12</b> On Post	<b>10</b> On Shares
<b>18</b> Shares	<b>18</b> On Post	<b>0</b> On Shares

**184** Post Clicks

<b>11</b> Photo views	<b>82</b> Link clicks ⓘ	<b>91</b> Other clicks ⓘ
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**NEGATIVE FEEDBACK**

**2** Hide post      **2** Hide all posts

**0** Report as spam      **0** Unlike Page



# MARKETING



## Media Buy - May Report OUTDOOR

We estimated each 4-week flight should deliver 800,000 to 1 million impressions. This particular flight delivered 1,073,006 impressions (including bonus impressions).

Due to a little override we delivered 193,184 more impressions on our flight than we estimated.

Locations: 6/6 – 7/3

- #1471 US 395 n/o Mt Rose Highway
- #3001 2nd Street e/o Locust St.
- #19211 Kietzke Lane s/o Gentry
- #28241 Moana Lane w/o S Virginia St.





# MARKETING



## Media Buy - May Report

### TELEVISION

#### May

Our May flight aired 5/15 – 5/29. With heavy political inventory we knew there would be problems running traditional spots so we produced :04/:05 and :10-second billboards to air leading into high profile programming on channels 2, 4 and 8. While we had to shift a few spots around and ended up delivering more spots than we estimated and 1,417,680 impressions.

#### June

Our June TV flight ran 6/6- 6/27. Again, we ran billboards on channels 2, 4, and 8. We had a few spots drop due to the pressure in the political window, but we still delivered 240 spots in AM, Midday, Evening, and Weekend news and during Jeopardy. We estimate this schedule delivered 2,147,526 impressions.



# MARKETING



## Media Buy - May Report

### ONLINE MEDIA – SEARCH AND DISPLAY

June continued our strong online campaign. Our CTR for Search as over 30% and we had over 2,400 clicks.

Channel	Impressions	Clicks	CTR	CPC	Reach	Frequency
Display	59,063	121	0.21%	\$4.55	16,798	3.51
Display Retargeting	51,102	124	0.24%	\$3.02	5,485	9.31
Search	7,146	2,197	30.74%	\$0.28		
<b>Total:</b>	<b>117,311</b>	<b>2,442</b>	<b>2.08%</b>	<b>2.62</b>	<b>22,283</b>	<b>6.41</b>

#### Top Keywords:

- Virginia City Train
- Virginia City Train Rides
- Virginia City Train Schedule
- Carson City Train
- Train in Virginia City
- Virginia City Railroad
- Virginia City and Truckee Railroad
- Virginia City Steam Train
- Virginia City Nevada Tours
- Virginia City Trian Tour



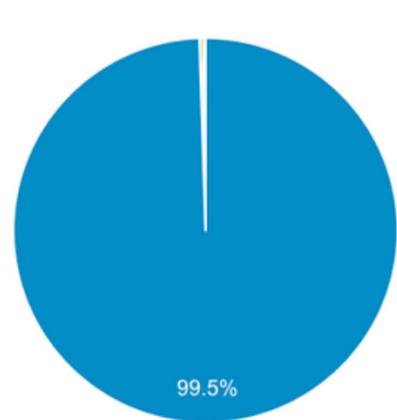
# MARKETING



## Website

June 28, 2022 - July 25, 2022

Top Channels



- Direct
- Organic Search
- Referral

### Users

391

↑4.3%

### Revenue

\$8.6K

↑23.9%

### Conversion Rate

10.76%

↑16.5%

### Sessions

474

↑6.8%

City	Users	% Users
1. (not set)	98	23.73%
2. Reno	49	11.86%
3. Sacramento	25	6.05%
4. San Francisco	24	5.81%
5. Los Angeles	16	3.87%
6. Carson City	14	3.39%
7. New York	12	2.91%
8. South Lake Tahoe	8	1.94%
9. Sparks	6	1.45%
10. Rocklin	5	1.21%

QUESTIONS?

