

VIRGINIA & TRUCKEE RAILWAY
COMMISSION MEETING

OPERATIONS UPDATE

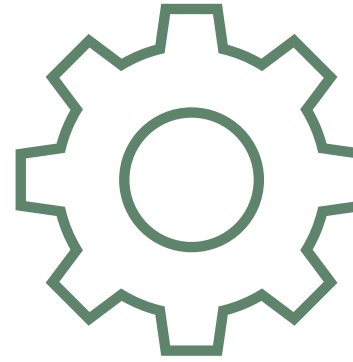
PRESENTED BY ALLYSON BOLTON
ATYPICAL CONSULTING AND EVENTS
AUGUST 24, 2022



OUTLINE



Operations



Assets



Board Relations



Marketing



OPERATIONS

August...

- Running general season trains
- Continued vendor coordination
- Customer service - email & phone
- Created operations calendar

The Polar Express

- Tickets now on sale!
- Started weekly meeting with Production Team
- Published casting call
- Posted North Pole RFP
- Created sponsorship packet
- Met with sound vendor
- Decor planning
- Coordinated with additional vendors

Up Next...

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

The Polar Express

- Execute what we learned at Polar Express Camp
- Cast auditions
- Secure North Pole vendor
- Preparation for media night
- Confirm external vendors
- Install permanent sound system
- Visits from Rail Events staff for assistance
- Determine POS system

The Polar Express

ORGANIZATIONAL CHART



**PRODUCTION
MANAGER**

Allyson Bolton



SOUND VENDOR

ONBOARD NEEDS

NORTH POLE

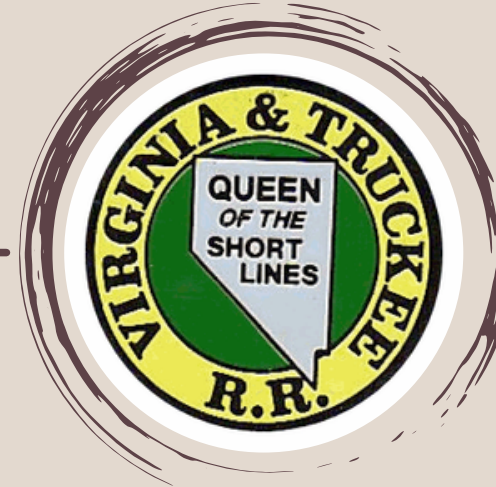
SANTA TRACK
MOVEMENT

BUDGET/PAYROLL



DEPOT MANAGER

Leah St. Marie



**TRAIN
OPERATIONS**

VTRR



MARKETING

Leann Pinquelo



**DIRECTOR &
STAGE MANAGER**

Nicolle Larson



TICKETING

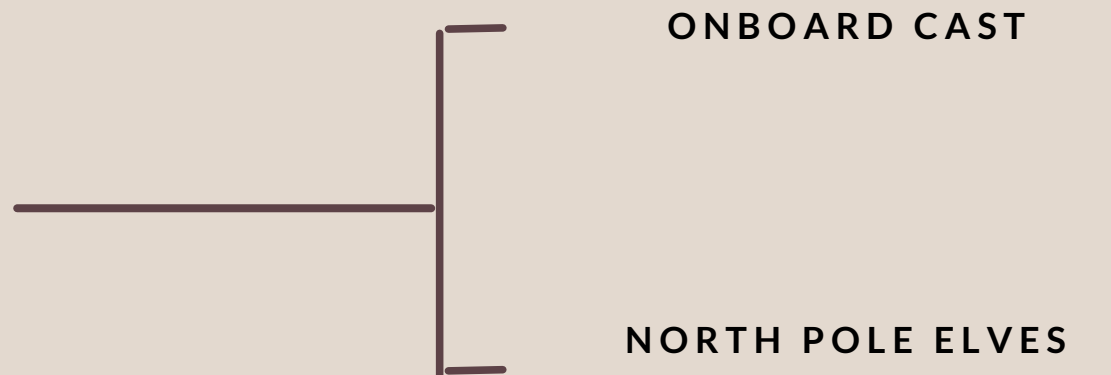
RETAIL

SUPPLY ORDERS

GROUNDS/SECURITY

PARKING

HOT CHOCOLATE
ROOM



ONBOARDCAST

NORTH POLE ELVES

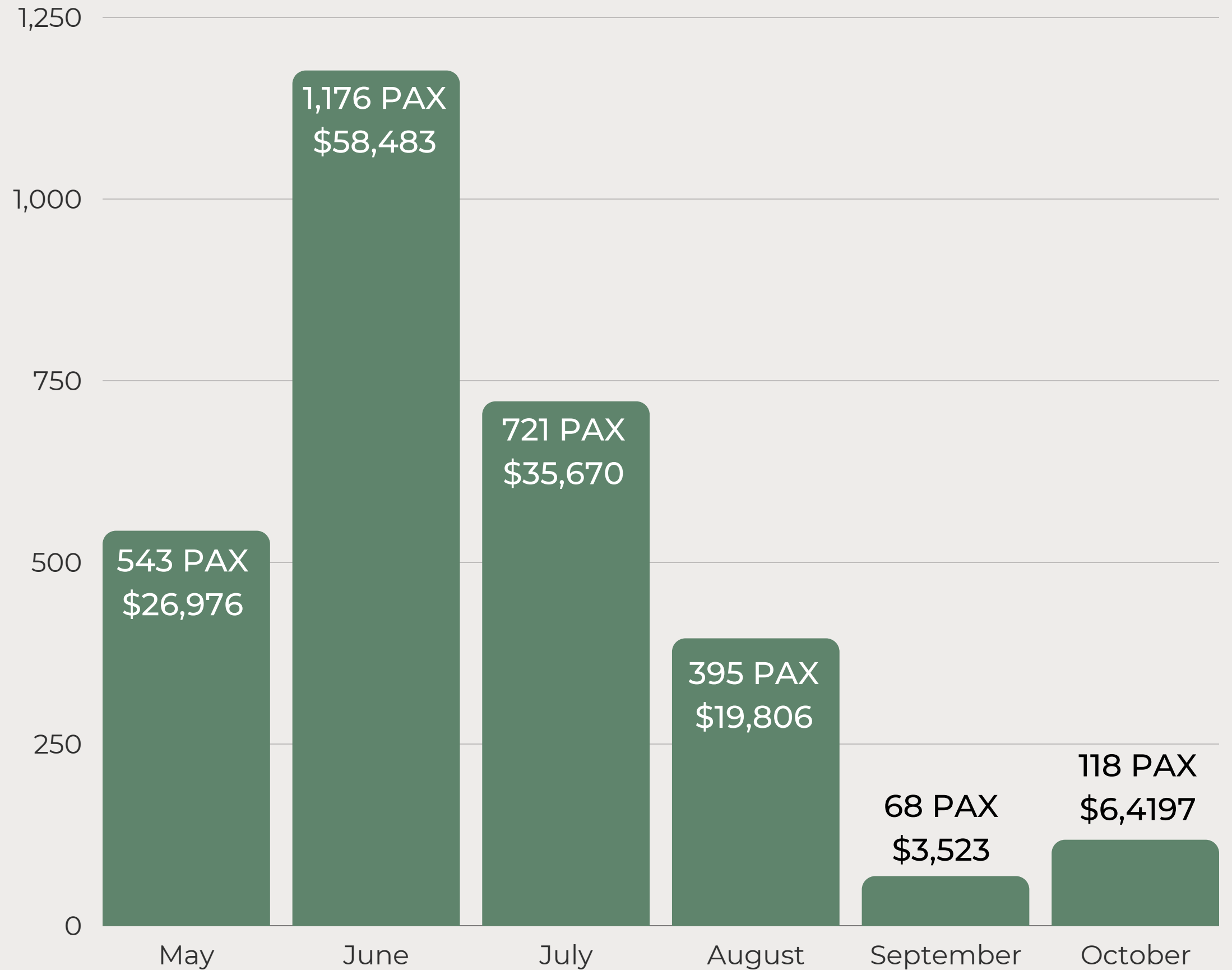


GENERAL SEASON TRAINS

RIDERSHIP & REVENUE

3,021 General Season Riders
\$150,655 Total General Revenue

3 Private Charters
\$25,500 Total Charter Revenue

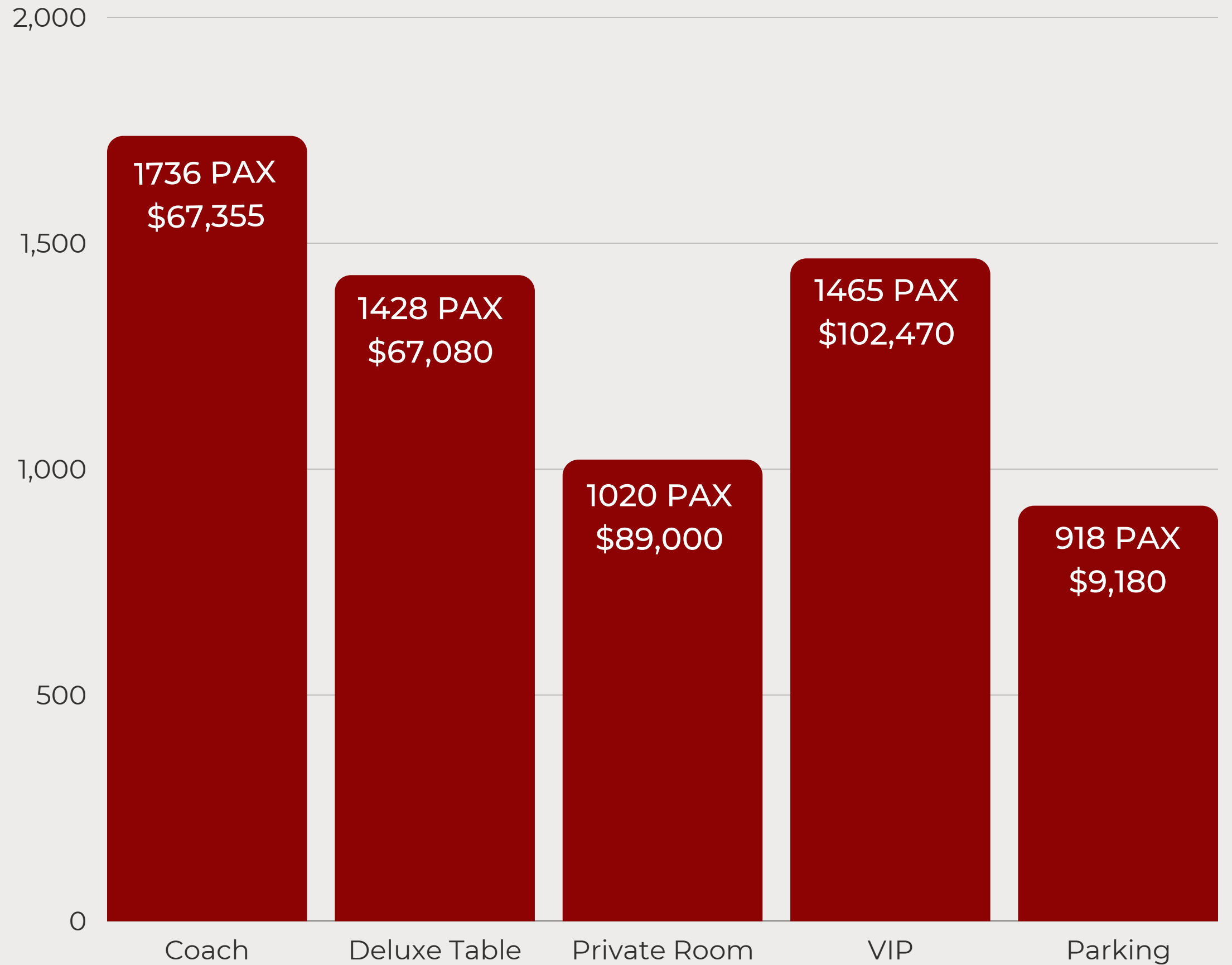




THE POLAR EXPRESS TRAIN RIDE

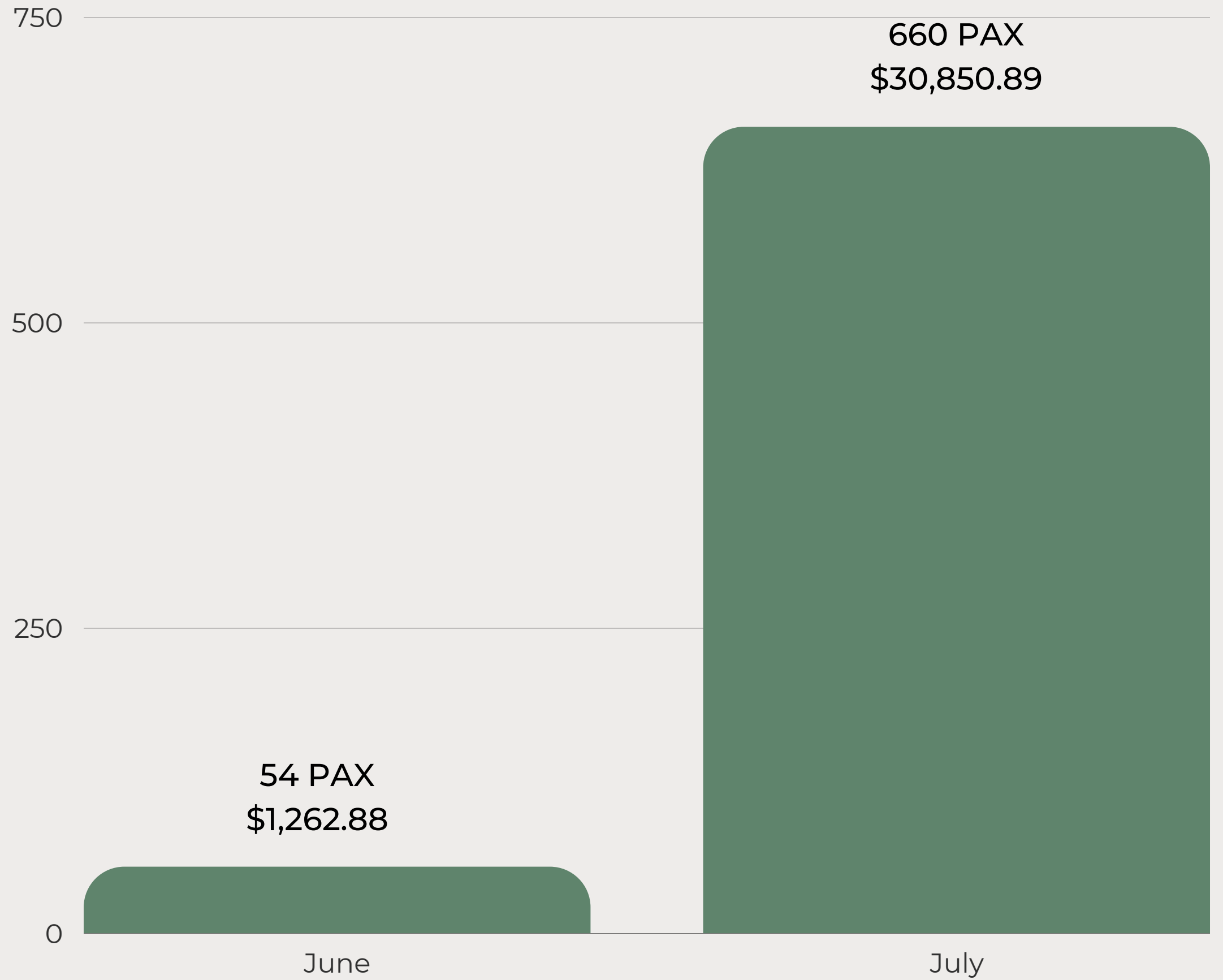
RIDERSHIP & REVENUE

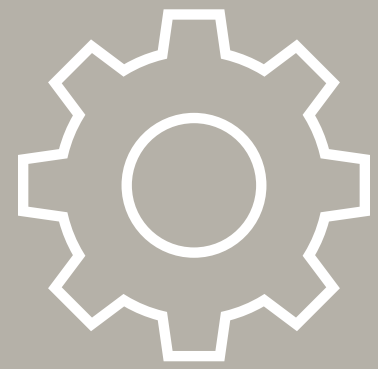
5,649 Riders
49% Sold Out
\$335,084 Total Revenue





RAIL BIKES





ASSETS



August...

- Began prepping for The Polar Express

Up Next...

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



BOARD RELATIONS



August...

- Accounts payable
- Commission meetings
- Working to resolve credit card issue
- Continued contract negotiations with VTRR
- 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

- Confirming 23FY marketing budget
- Designed rack card

Media Buy

- Confirming 23FY buy

Eblasts



Completed Campaign • Aug 9

0822 - PEX Now on Sale

12143 Recipients

Open Rate 51.7%

Clicks Per Unique Open 22.7%

Successful Deliveries 12015

Total Opens 10381

Total Clicks 3089

Orders 0

Average Order Revenue \$0.00

Total Revenue \$0.00





MARKETING



Social Media



- 16,781 page "Likes"
- 7,564 page reach
- 266 page visits

- Continued effort to coordinate with Facebook regarding ownership of our page



- 2,714 followers
- 1,702 accounts reached
- 137 accounts engaged



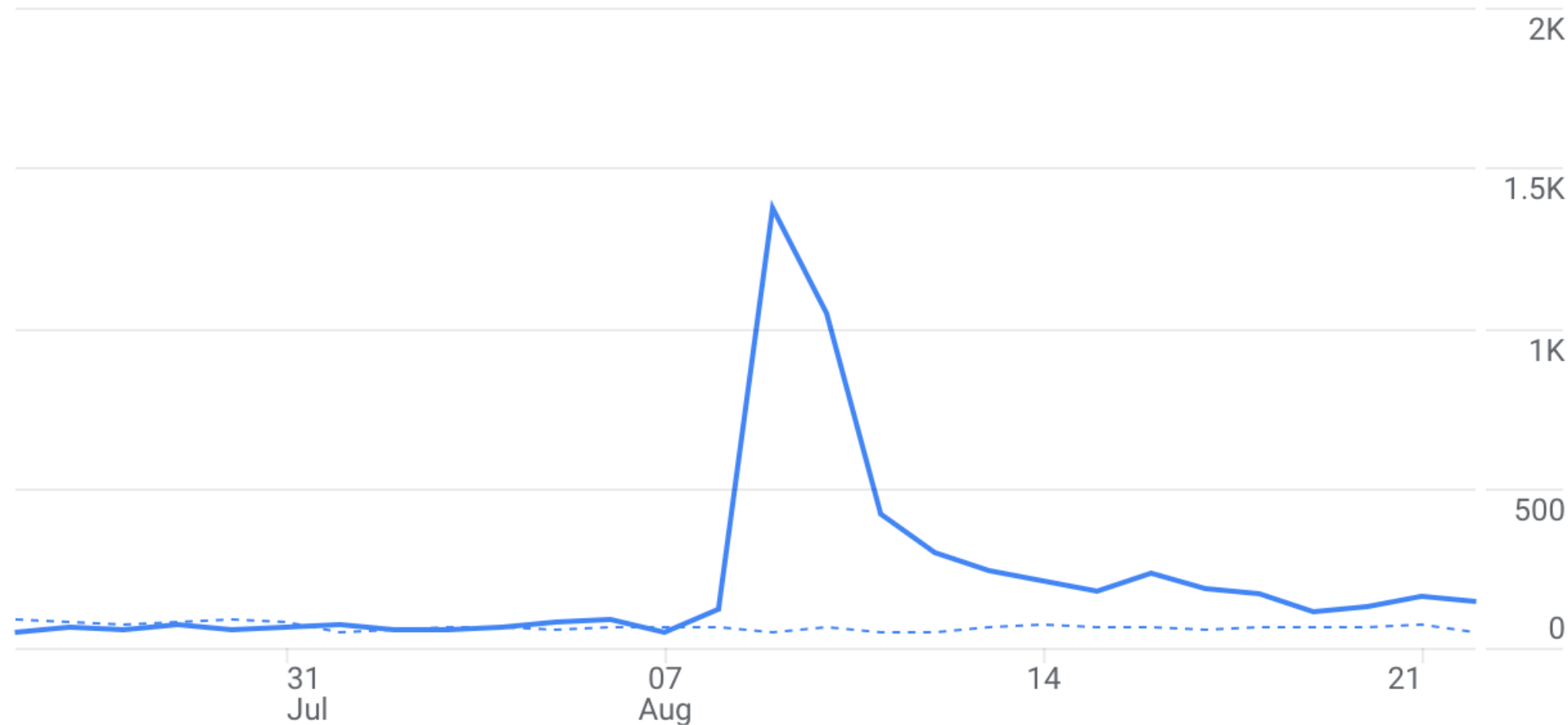
MARKETING



Website

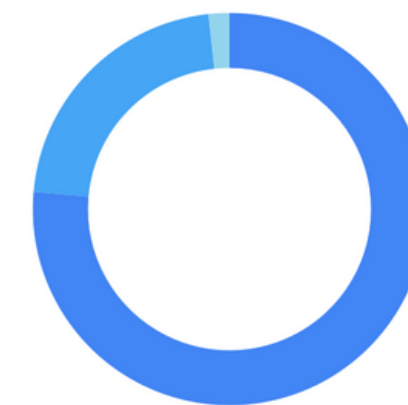
Last 28 Days

| Users | Revenue | Conversion Rate | Sessions |
|---------|-----------|-----------------|----------|
| 4.7K | \$375K | 25.29% | 7.1K |
| ↑190.7% | ↑1,231.7% | ↑197.2% | ↑259.9% |



| City | Users | % Users |
|---------------------|-------|---------|
| 1. (not set) | 369 | 35.96% |
| 2. Reno | 151 | 14.72% |
| 3. Sacramento | 64 | 6.24% |
| 4. San Francisco | 53 | 5.17% |
| 5. Carson City | 28 | 2.73% |
| 6. Los Angeles | 27 | 2.63% |
| 7. Sparks | 25 | 2.44% |
| 8. South Lake Tahoe | 17 | 1.66% |
| 9. Dayton | 15 | 1.46% |
| 10. Orlando | 14 | 1.36% |

Sessions by device



| | | |
|---------|---------|--------|
| | | |
| Mobile | Desktop | Tablet |
| 76.4% | 21.9% | 1.7% |
| ↑441.1% | ↑75.2% | ↑45.8% |

QUESTIONS?

