



**NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY
("V&T Railway Commission")
Agenda Report**

Date Submitted: 09/21/23

Meeting Date Requested: 09/27/23

Time Requested: 15 Minutes

To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

From: David Peterson

Subject Title: Discussion and possible action regarding a proposed revenue sharing agreement with Storytime Photography or Boo-Bug Creations & Photography, for photos with Santa at the Eastgate Depot during the 2023 POLAR EXPRESS Train Ride event.

Staff Summary: *The V&T Commission will discuss and make a determination regarding two proposals that were submitted: one from Storytime Photography who is proposing the V&T Commission receive 30 percent of the gross sales and provide no staff; and one from Boo-Bug Creations & Photography, who is proposing the V&T Commission receive 25 percent of the gross sales and provide a crowd assistant. The value of the revenue sharing agreement is estimated to be under \$50,000 based on the revenue the V&T Commission received for the same event in the Fiscal Years 2019 through 2022.*

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

I move to approve proposed revenue sharing agreement with <selected vendor>, for photos with Santa at the Eastgate Depot during the 2023 POLAR EXPRESS Train Ride event.

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: TBD

Explanation of Impact:

Funding Source:

Supporting Material/Attachments: 20230927_VT_Item 9_PEX Photos

Prepared By: Allyson Bolton, Atypical Consulting and Events



Dear V&T Railway Commission,

Storytime Photography at Polar Express is a team of 8 people, including 4 Santa's and 4 digital assistants. I am a local photographer and have been providing event photos, including Santa, Easter Bunny and Photo Booth services for 9 years. I understand the workflow and I have a trained team. I managed the JC Penny Portrait Studio and learned how to "woo" and upsell photos in a friendly and comfortable manner. One of the things that really sets us apart is I have trained my team to help little ones feel comfortable with Santa. We pay attention to each individual and work with the natural developmental milestones of children. Babies and 1 year olds like bubbles, 2 year olds like to hold things; like a snowball and 3 and up, we get them settled by a "snowball" fight with Santa. Children become more comfortable when they can be playful. We are thanked over and over for the special experience we provide. Furthermore, we take care with Santa and his hand placements. I have trained my Santa's that their hands are to be seen at all times and to make sure they have proper placement of them. Specifically, the Santa's are trained to be sensitive to the suspended reality experience of PEX and to not be seen outside of the hidden space we have been provided. We take pride and joy in what we do. We want our efforts to enhance the family's time at Polar Express.

We also take care to get excited about the photos. When the parents are viewing their photos we engage with parents and point out the adorable aspects, or "woo" the photos. The parents are proud of their children and love the photos, and we share in their excitement. Storytime Photography has a following for Santa Photos, people love what we do! We were given the go ahead last year to invite people outside of ticket holders to come see Santa. I encouraged families to come to the station for the evening and explore the gift shop and have a near private time with Santa. My intent for this season is to book reservation spots during those times. This will continue, as it did last year to increase revenue streams for more photos and more retail.

The start time for each day is 4:00 pm and finishing at about 10:00 pm. The intent is to provide clients with a printed photograph or digital media of an individual/group prior to them leaving the site. Pricing of the delivered packages will remain the same as 2021 and 2022, as follows:

2-4x6 Photographs with a keepsake folio \$25

2-5x7 Photographs with a keepsake folio \$40

Additional 4x6- \$10

Additional 5x7- \$12

Digital Flash Drive with 6-8 images and 2 Folios-\$48

Santa's Bundle-Flash Drive & 2-5X7 with Folios-\$75

Fees: For these services V&T Railway will receive 30% of gross proceeds from the prints and digital media produced at the site by *Storytime Photography*.

Storytime Photography will provide to the V&T Railway, one photographer, digital assistants, and Santa. All cameras, flash gear, stands and tripods; printers, PCs and supplies for the printers, photo folders (keepsake folder), digital memory sticks, floor covering in picture taking area, decorations in picture taking area, and perform our own cashier operations. V&T Railway shall provide the site, tents/building with adequate space (20'x30'), heat and lighting, and power.. V&T Railway will provide a high quality 12'X20' approved backdrop.

As part of the service agreement.V&T Railway shall not willfully and knowingly allow other professional photographers to conduct on site business for sale services for passengers of Polar Express. Also, V&T Railway shall not willfully or knowingly provide, install or construct a competing photo opportunity area in or around the event. We would also request to add some indication on your website that "photographs with Santa" would be available at the depot (for extra charge). And we would like to provide a poster to place in the depot ticket office behind the ticket agent indicating there are "photographs with Santa"available.

Storytime Photography would be willing to participate in a reasonable amount of planning meetings, site visits to assist in coordination of photography functions and post lessons learned meetings. Should *Storytime Photography* experience equipment failure or be unable to perform the photographic functions for the event, any fees received for unused services would be refunded.

Payment acquisition: *Storytime Photography* will remit payment to V&T Railway on an agreed upon date, for the above declared 30% of gross sales.

In conclusion I'd like to express that Santa Photos are near and dear to my heart. My team and I love this time. We enjoy seeing the children and families having a wonderful experience with Santa at Polar Express. I proudly BELIEVE we provide the best Santa experience around and work earnestly to maintain that. We are open to feedback and have developed our proven system to provide the best experience over the years.

I have attached data sheets showing our numbers for 2021, and 2022. We demonstrate an increase in revenue of 22% and are gaining momentum and insights for further increased revenue.

Thank you for your consideration.

Sincerely,
Laura Main
Storytime Photography
775.720.2542



Storytime Photography
Sales report Polar Express

ITEM			TOTAL
Cash sales 11-18-21-12-23-21			\$2,024
Venmo 12-1-21-12-23-21			\$314.20
Merchant Sales 11-18-21-12-23-21			\$20,592.36
			22,930.56 X30% 6,879.17



THIS QUOTATION IS SUBJECT TO THE FOLLOWING TERMS AND CONDITIONS:

1. Delivery will be made within [DAYS] days following [COMPANY NAME] receipt of payment.
2. Delivery will be made f.o.b. [COMPANY NAME] facility.
3. The general terms and conditions of purchase at [WEBSITE LINK OR REFERENCE TO ATTACHMENT] apply to this quotation contract.
4. This quotation may be accepted to form a binding contract upon any one of the following options:
 - a. Signature below and payment to [COMPANY NAME] for the items listed in this quote prior to the expiration date.
 - b. Issuance of a purchase order to [COMPANY NAME] referencing this quote and the terms and conditions herein prior to the expiration date above.

AGREED AND ACCEPTED:

NAME

TITLE

DATE



2023 Polar Express season

PREPARED FOR

NV Commission of the V&T Railway

PREPARED DATE

January 18, 2023

			TOTAL
Cash sales			\$2,348
Venmo			\$264.21
Merchant services			25,450,77



	Total
	\$28,062.98
	30%
	8,418.90

I will submit a photo count once I get the report from my merchant service account.

THE POLAR EXPRESS™



Boo-Bug Creations & Photography
1135 Ferretto Pkwy
Dayton, NV 89403
775-315-0631
Charbellow@gmail.com

Assignment Estimate
August 22, 2023

Nevada Commission for the Reconstruction of the V&T Railway
"Commission"
PO Box 1711
Carson City, NV 89702
Phone: 877-724-5007 / 775-291-0208

Polar Express – Santa Portraits – 2023

Dear V&T Railway,

Thank you for this opportunity to provide you with an estimate for our Polar Express Santa Portraits this year.

In 2019, we presented the V&T with the most profitable, organized, and highly complimented Santa Photo experience in PEX history. We were all set to do it again come 2020, and then the Covid shut us all down. We are hopeful that you like our proposal and invite us back for 2023, because we are ready to come back and deliver another amazing, and profitable experience for all.

The Event/Portrait package we are proposing this year is similar to the one we provided in 2019, and the one that was previously provided by the photographers in 2018 and prior, it was the "standard" as I was informed in 2019, but we kicked it up a notch.

DATES: It is understood this year's event dates are November 16,17, 18,19,26, 30th & December 1, 2, 3, 7, 8, 9, 10, 14, 15, 16, 17, 20, 21, 22, & 23rd for a total of 21 days in the event. The start time for each day is 4:00 PM and finishing at about 10:00 PM.

Our intent is to provide the customers with high-quality printed photograph(s) and/or digital media of an individual/group prior to them leaving the site/Depot. In 2019, we were successful in providing every customer their photos within a ten-minute time-frame, with the exception of 5 customers, who received them when they finished their Polar Express Ride and before they left the Depot. We had complement after complement, and we strive to deliver that same experience this year. I view the Portrait studio at the Polar a kick-off to their Polar Express experience, an opportunity to celebrate the season, and get the guest even more excited for the experience they are about to have!

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Pricing of the delivered photographs and packages we are suggesting are:

- 1) First Print (5x7) with a keepsake Polar Express photo matte, visit with Santa and custom stickers for all, will be \$25.00.
- 2) Additional Prints (5x7 or 4x6) will be \$10.00/each
- 3) Additional Photo Matte's will be \$5.00/each.
- 4) Flash Drive / Memory Stick - All photos taken during their "mini photo session" will be available on a Flash Drive for \$50.00. Our photographer will usually take between 5-15 photos for this price, and yes, we can do it quickly!

For this service agreement, we are proposing a straight percentage for each day's proceeds to help simplify the calculations.

2023 Polar Express Photo Package:

Boo-Bug Creations & Photography shall provide to the V&T railway as part of this package: one photographer, one digital assistant, a cashier, all cameras, flash gear, stands and tripods; printers, PCs and supplies for the printer, A custom designed and printed backdrop, custom designed and printed photo mattes (keepsake photo mattes), digital memory sticks, decorations in picture taking area, order forms and signing. All photography staff will wear custom designed Santa Vests to help identify each staff member. Lastly, we will rotate out Santas from the Polar Express, which Santa Dennis will help schedule and work with me on, Boo-Bug will pay the Santa directly.

V&T Railway shall provide the site, tents/building with adequate space, heat and lighting, power, WiFi access. 1 crowd assistant will be assigned each night, to help before and after each train, they will guide guests to the studio and provide them an order-form. V&T will additionally provide 8 total Polar Express tickets for Family night / full dress rehearsal on 11/16 for Charlene (owner of Boo-Bug) and Chelsea (head photographer). We request that the V&T will also inform us of what size frames and ornaments have been ordered this year for the Polar Express store and provide 3 samples of each to our Photography studio. We will display one sample of each frame/ornament at our printing/register area to cross-promote the V&T's merchandise. In turn, V&T will display their frames/ornaments to cross-promote the Photography studio. (We did this in 2019 and sold out of all frames and over 95% of the ornaments!)

Boo-Bug Creations & Photography for these services would receive 75% of all proceeds from the prints and digital media produced at the site. 25% commission the entire proceeds/sales will be paid to the V&T Railway. V&T will pay, from that 25% percent, Polar Express

(Rail Events) the 15% franchise fees on the entire proceeds. 10% of the 25% will be for the "Commission" for the use of the facilities, etc.. The Commission will be responsible for receiving the entire 25% and distributing the franchise fees per their agreement with Rail Events. Any post-production prints and services for the clients would be between the client and **Boo-Bug Creations & Photography** with all proceeds (minus the Polar Express 15% franchise fee) going to **Boo-Bug Creations & Photography**.

In 2019, Santa Dennis & Photography (now under Boo-Bug Creations & Photograph) provided \$7845.30 in payments to V&T Railways for 23 nights up at Polar. Based on the same numbers of sales in 2019 as 2023, we are expected to increase that payment/distribution to V&T Railways to approximately \$9,600.00 for 21 nights (the 2023 figure is based on prior performance and does not constitute a guarantee of payment and should be used only as a rough estimate based on prior years numbers).

As done in 2019, weekly sales reports will be presented on Thursday evenings during Polar Express reporting sales along with the commission check paid to the Commission. Final report/payment will be provided on or before January 2, 2024.

As part of the service agreement V&T Railway shall not willfully and knowingly allow other professional photographers to conduct on site business for sale services for passengers of the Polar Express. Also, V&T Railway shall not willfully and knowingly provide, install or construct a competing Polar Express themed photo opportunity area in or around the event unless it is directly a physical part of the train ride of depot itself. We would also request to add some indication on your website that "photographs with Santa" would be available at the depot (for an extra charge). And we would like to provide a poster for in the depot ticket office behind the ticket agent indicating there is "photography with Santa" available as well as additional signing near entrance of "Santa Photography area".

Boo-Bug Creations & Photography is willing to participate in a reasonable amount of planning meetings, site visits to assist in coordination of photography functions and post lessons learned meetings.

Should either part wish to cancel this service agreement, notice shall be given prior to September 15, 2023. Should a cancellation be necessary after September 15th., and after **Boo-Bug Creations & Photography** has ordered specific Polar Express products, it will result in V&T Railway being billed for the products purchased (with an additional 15% handling fee, the products will also be turned over to the V&T Railway for their use).

If you have any questions, concerns or wish to negotiate changes, please contact me at (775) 315-0631 or e-mail me at Charbillow@gmail.com and I will be happy to discuss them with you.

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Thank You for taking the time to review and consider our services.

Charlene Billow
Boo-Bug Creations & Photograph

Signature Confirms all Pages and Term of this Document/Contract.

Charlene Billow
Boo-Bug Creations & Photograph

Date

Nevada Commission for the Reconstruction
of the V&T Railway

Date