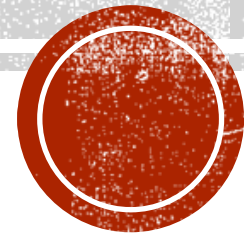


# **STRATEGIC PLANNING WORKSHOP**



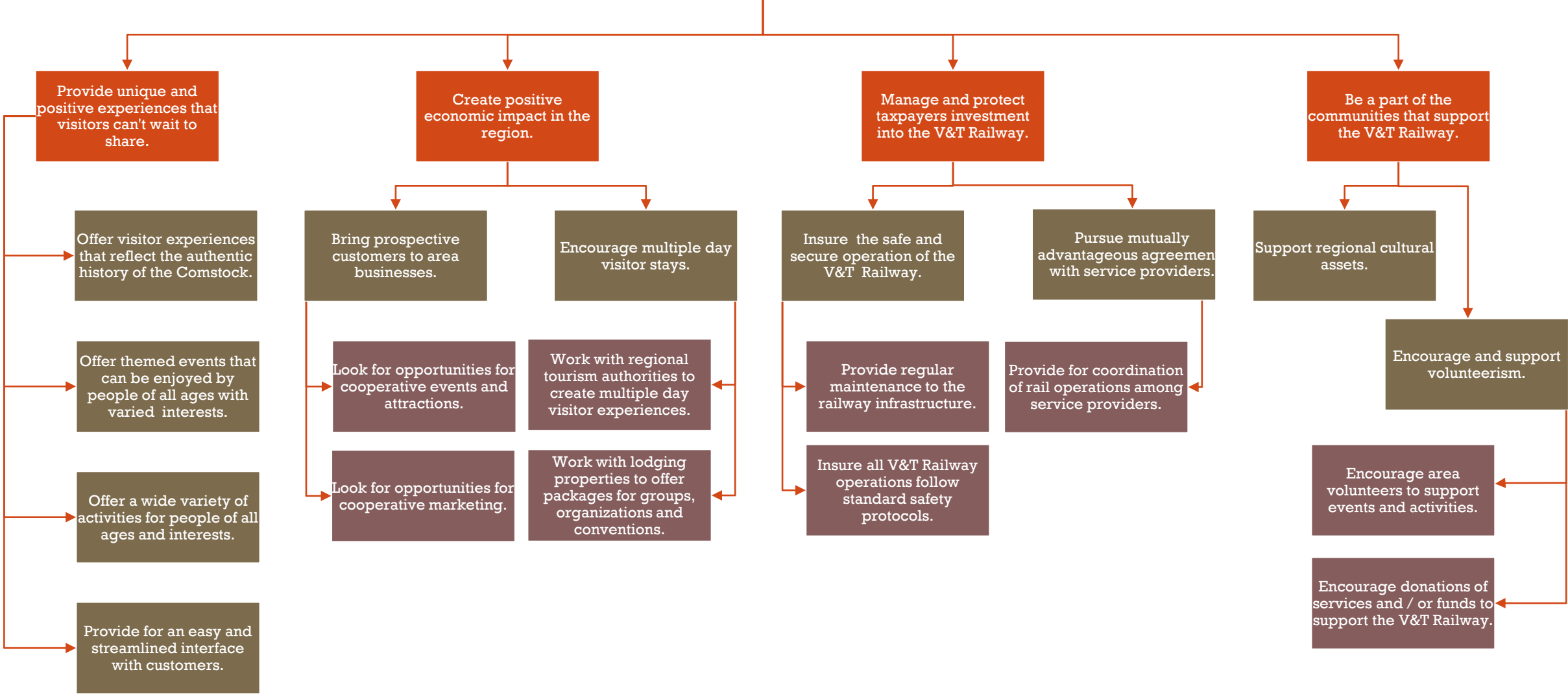
**Nevada Commission for the  
Reconstruction of the V&T Railway**

**March 25, 2021**

# WORKSHOP AGENDA

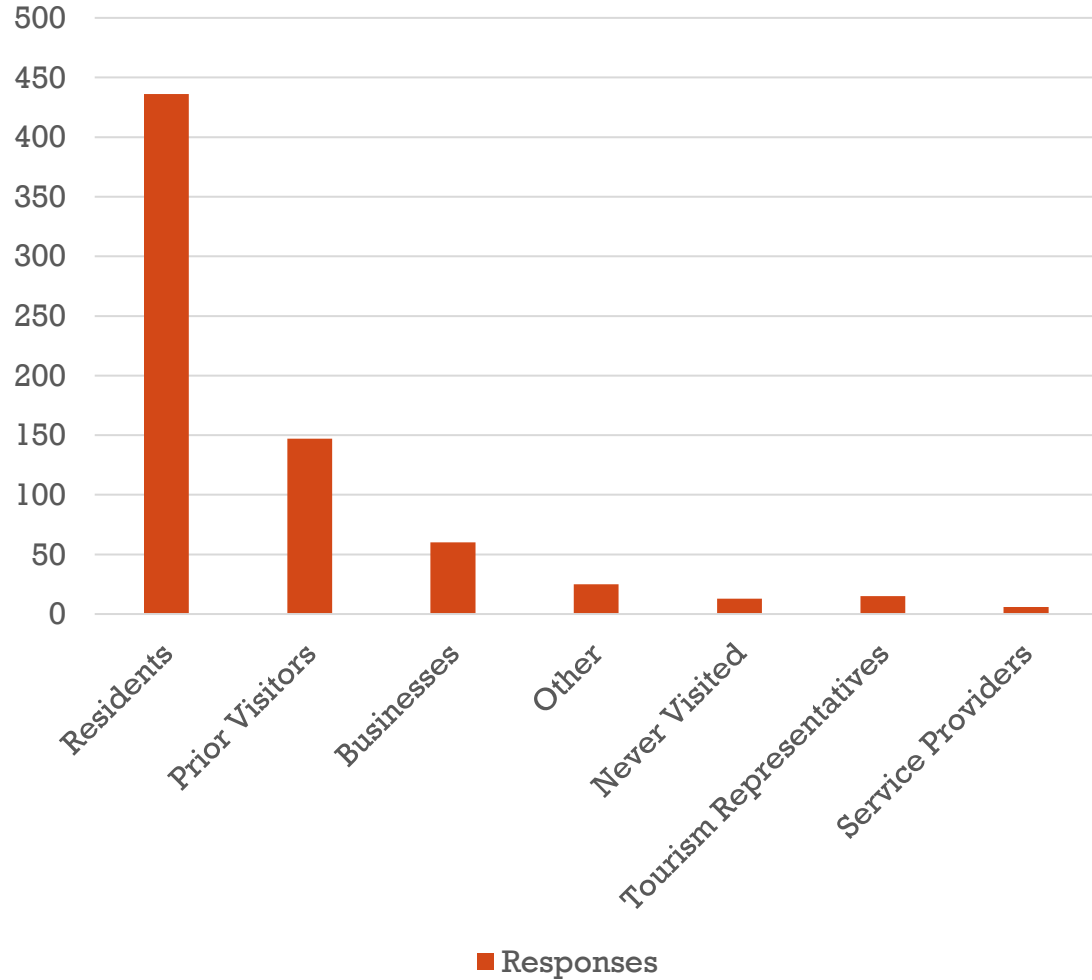
- Review draft Mission Statement, Goals and Objectives (Strategy Map)
- Presentation of V&T Railway survey results
- Factors influencing the future of the V&T Railway
  - Internal
    - Strengths
    - Weaknesses
  - External
    - Opportunities
    - Threats
  - Discussion of possible tactics / actions based upon evaluation of internal and external factors (Strategy Matrix)
- Next steps
  - Schedule final approval of written Strategic / Business Plan

Keeping the historic V&T Railway alive by offering unique visitor experiences while creating positive economic impacts for the region.

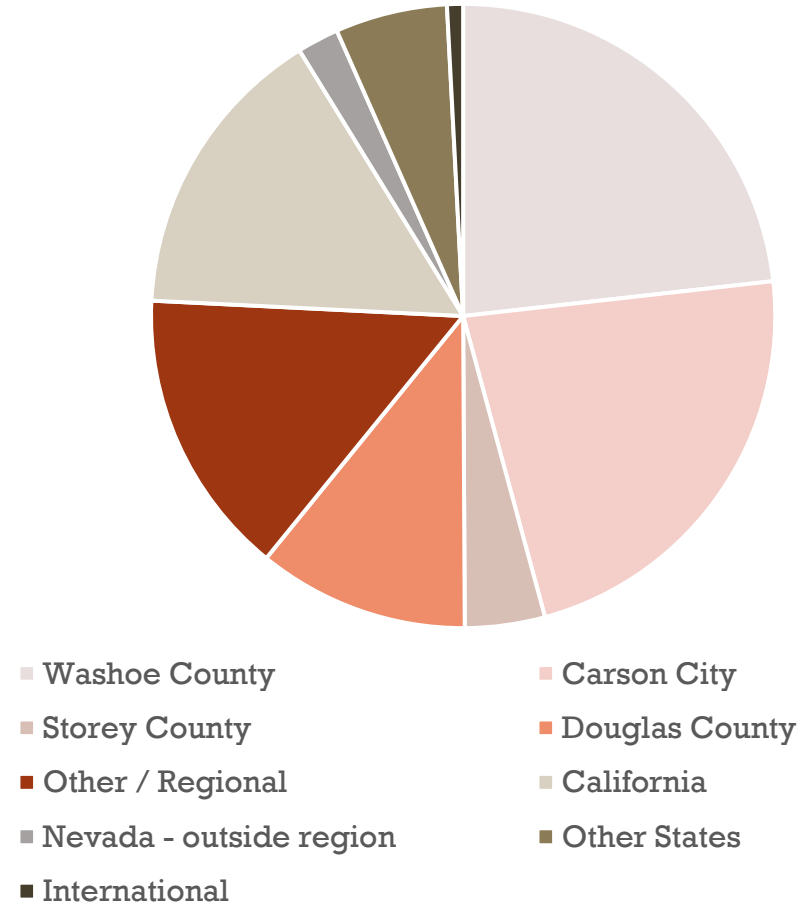


# V&T RAILWAY SURVEY RESULTS

## Stakeholder Groups

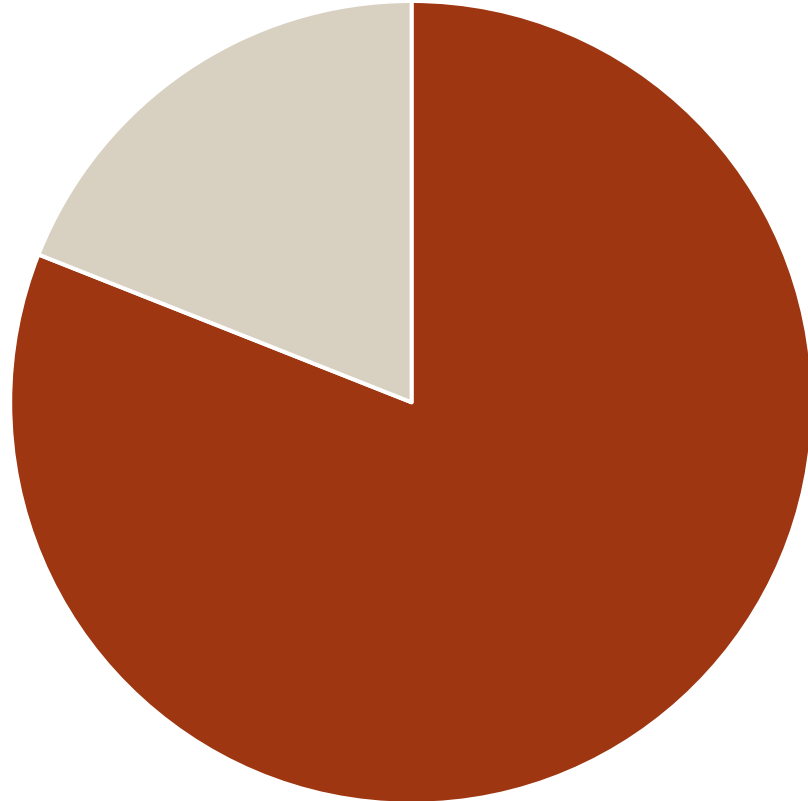


## V&T Railway Riders



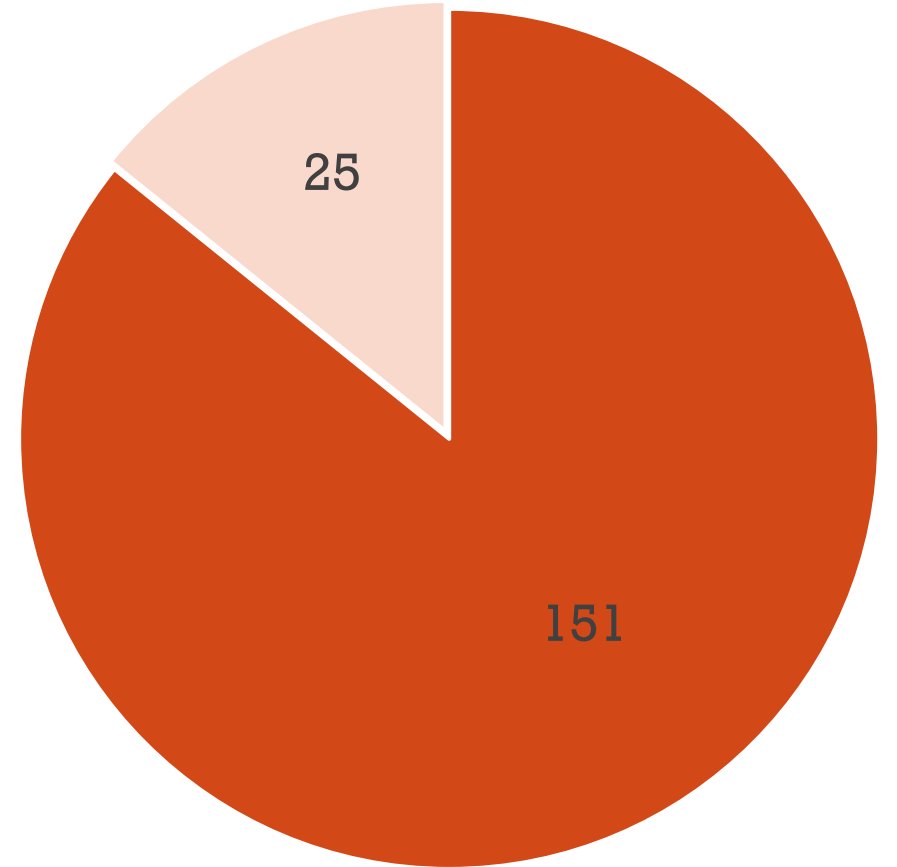
# V&T RAILWAY SURVEY RESULTS

Survey Respondents



■ Riders      ■ Non-riders

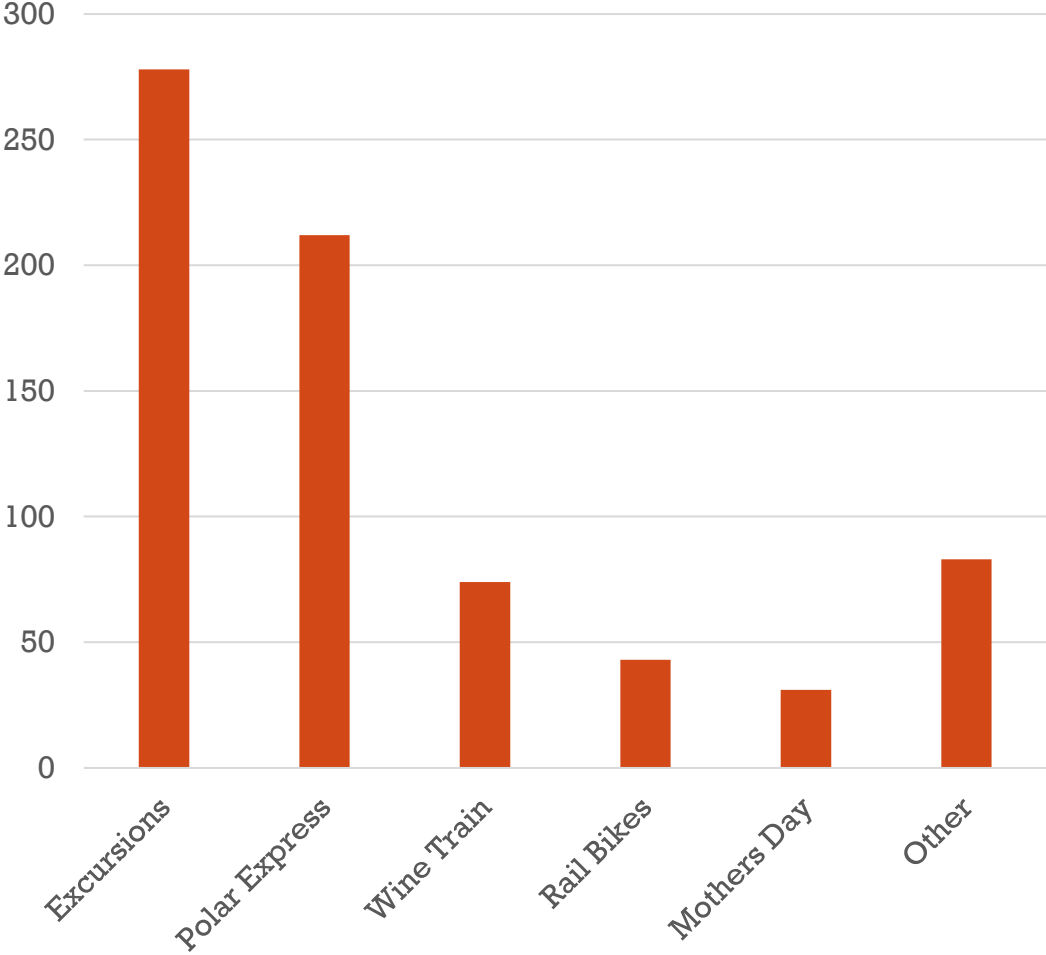
Please share any negative things you have heard about the V&T Railway.



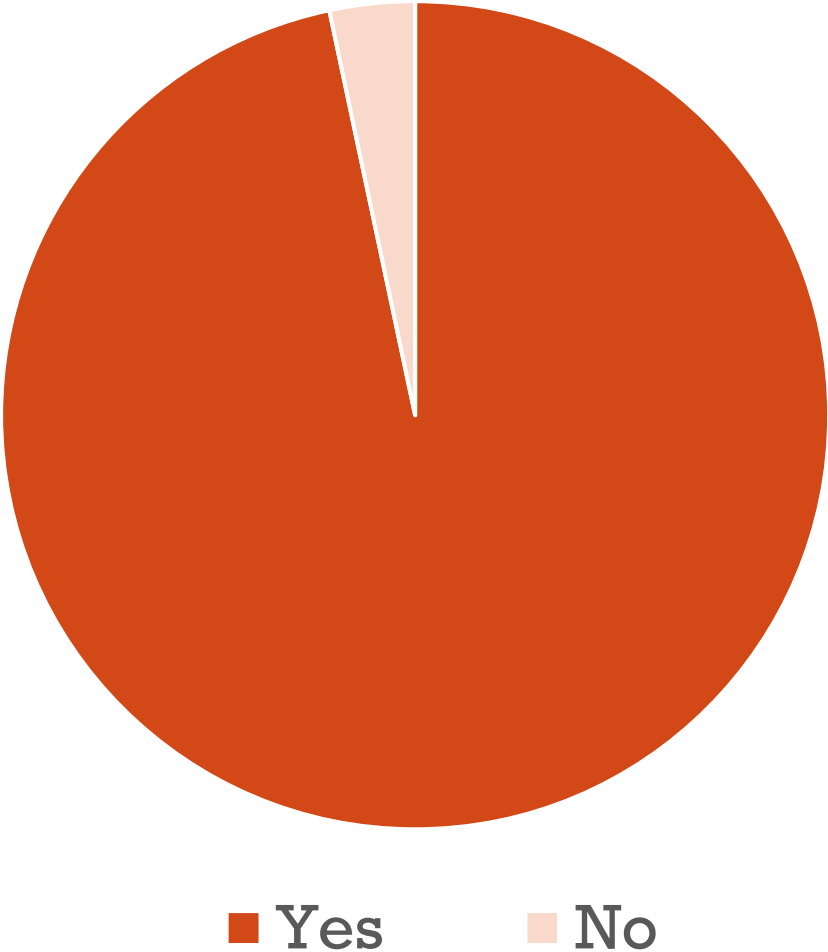
Please share any positive things you have heard about the V&T Railway.

# V&T RAILWAY SURVEY RESULTS

### Event Participation

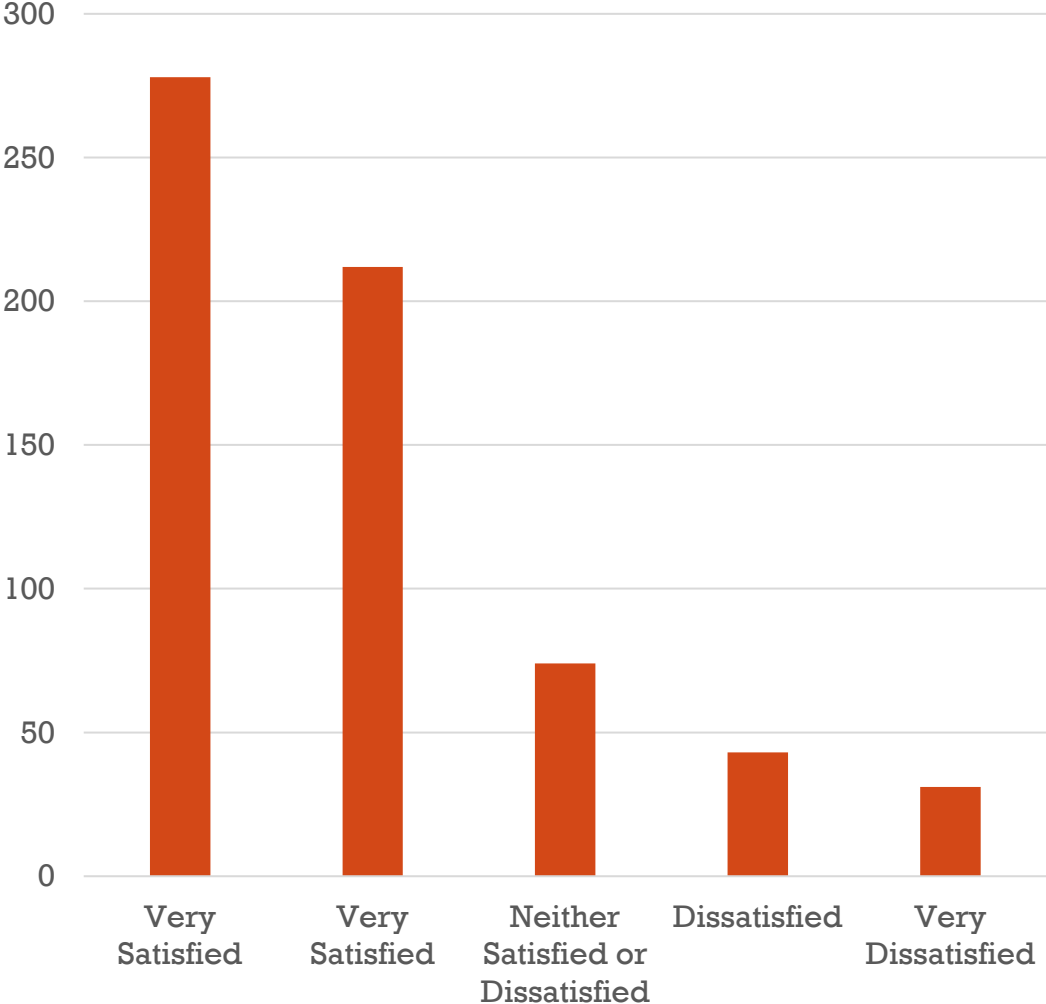


### Plan to ride in the future

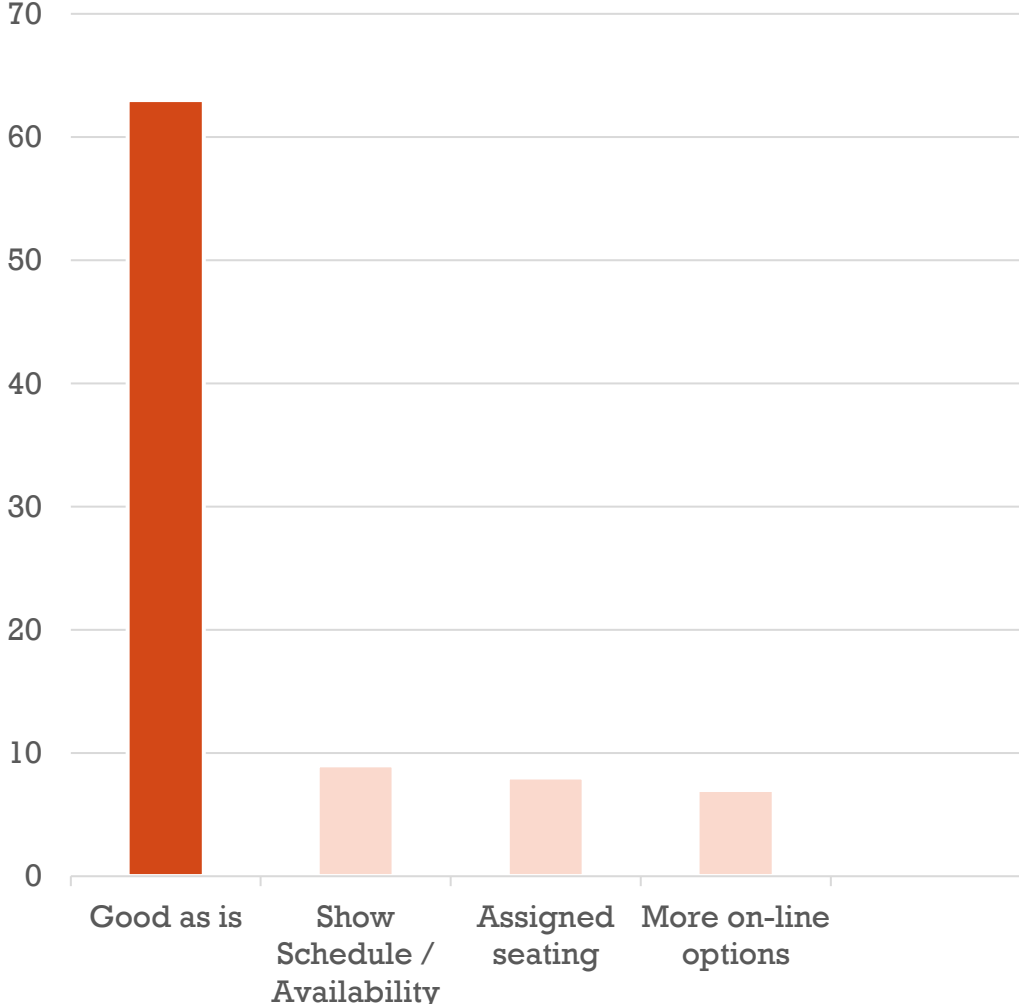


# V&T RAILWAY SURVEY RESULTS

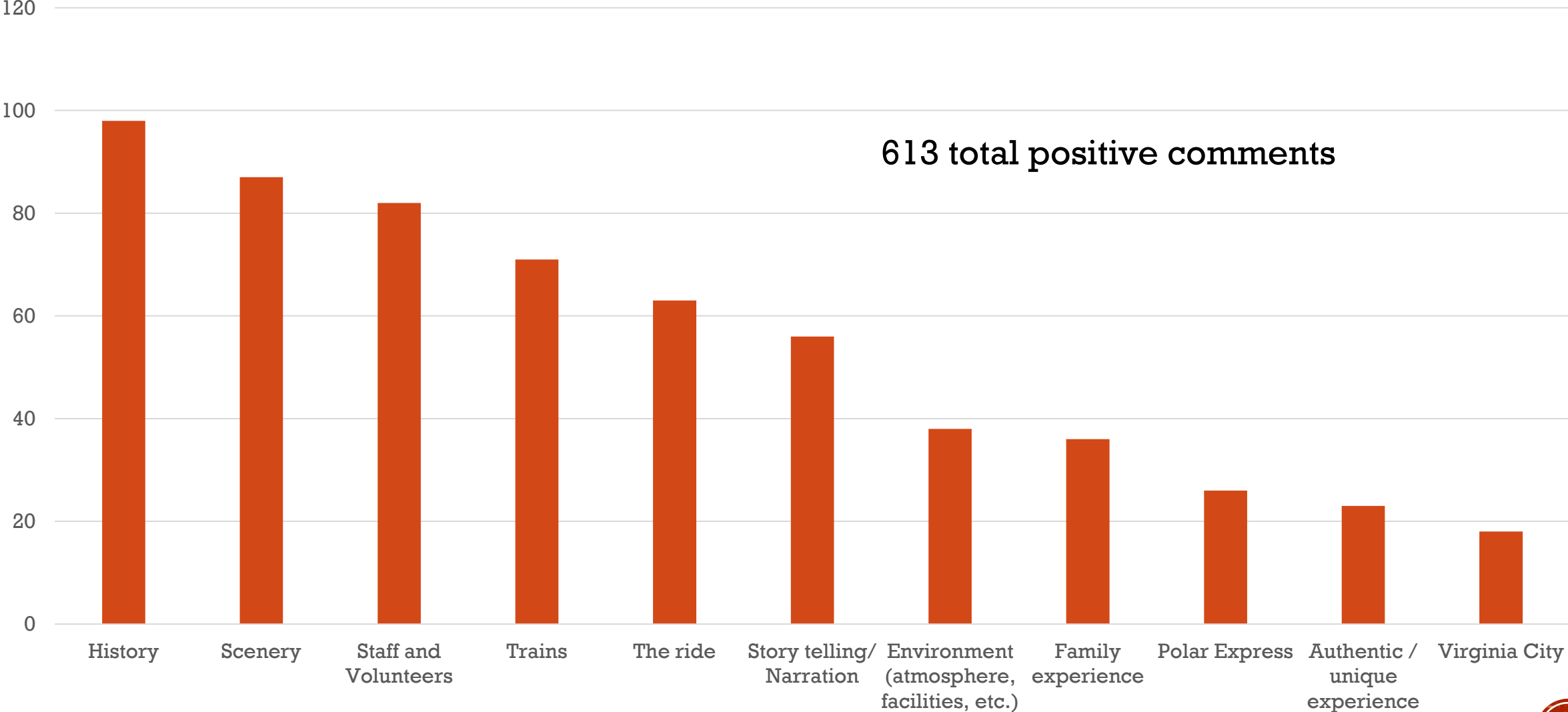
### Satisfaction with Experience



### Reservations / Ticketing Issues?

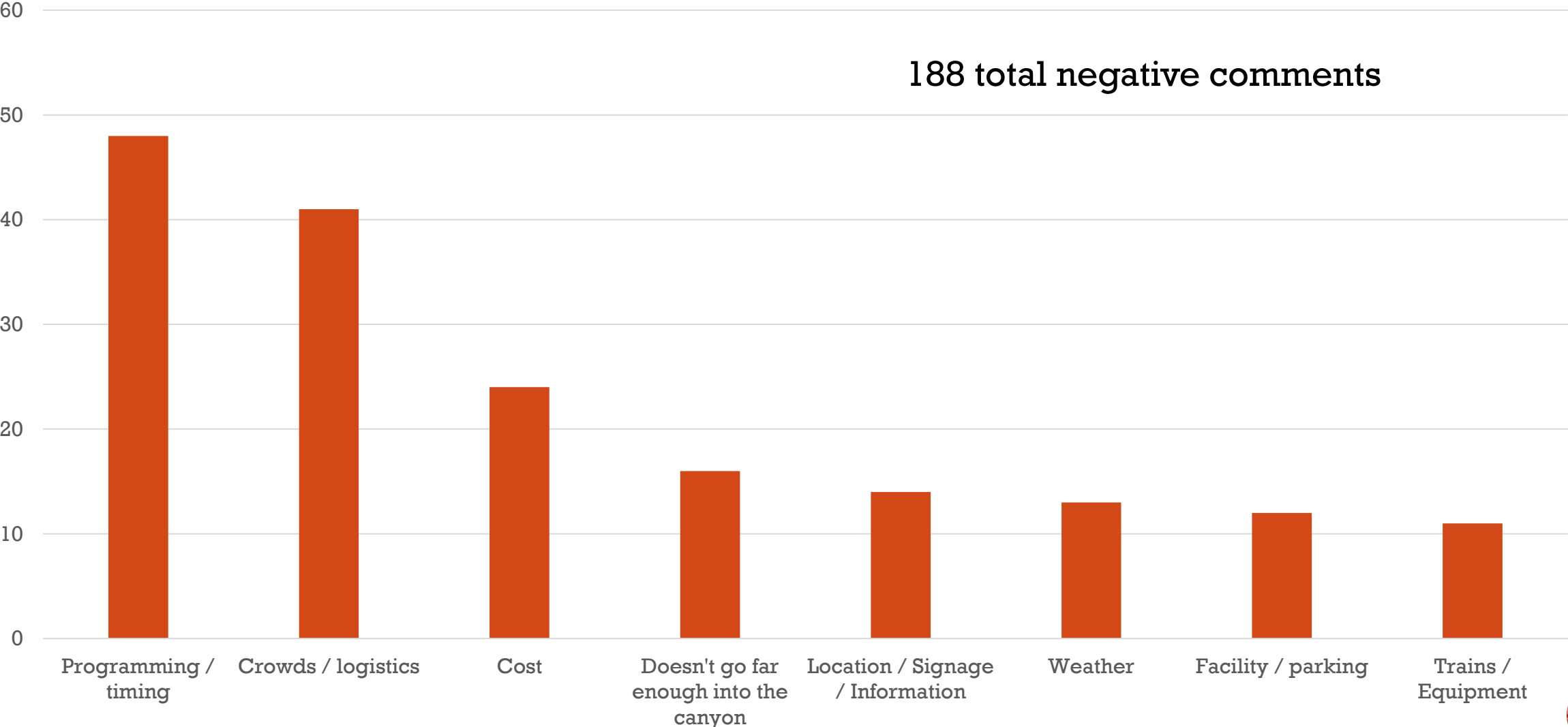


# WHAT DID YOU LIKE MOST ABOUT YOUR EXPERIENCE?

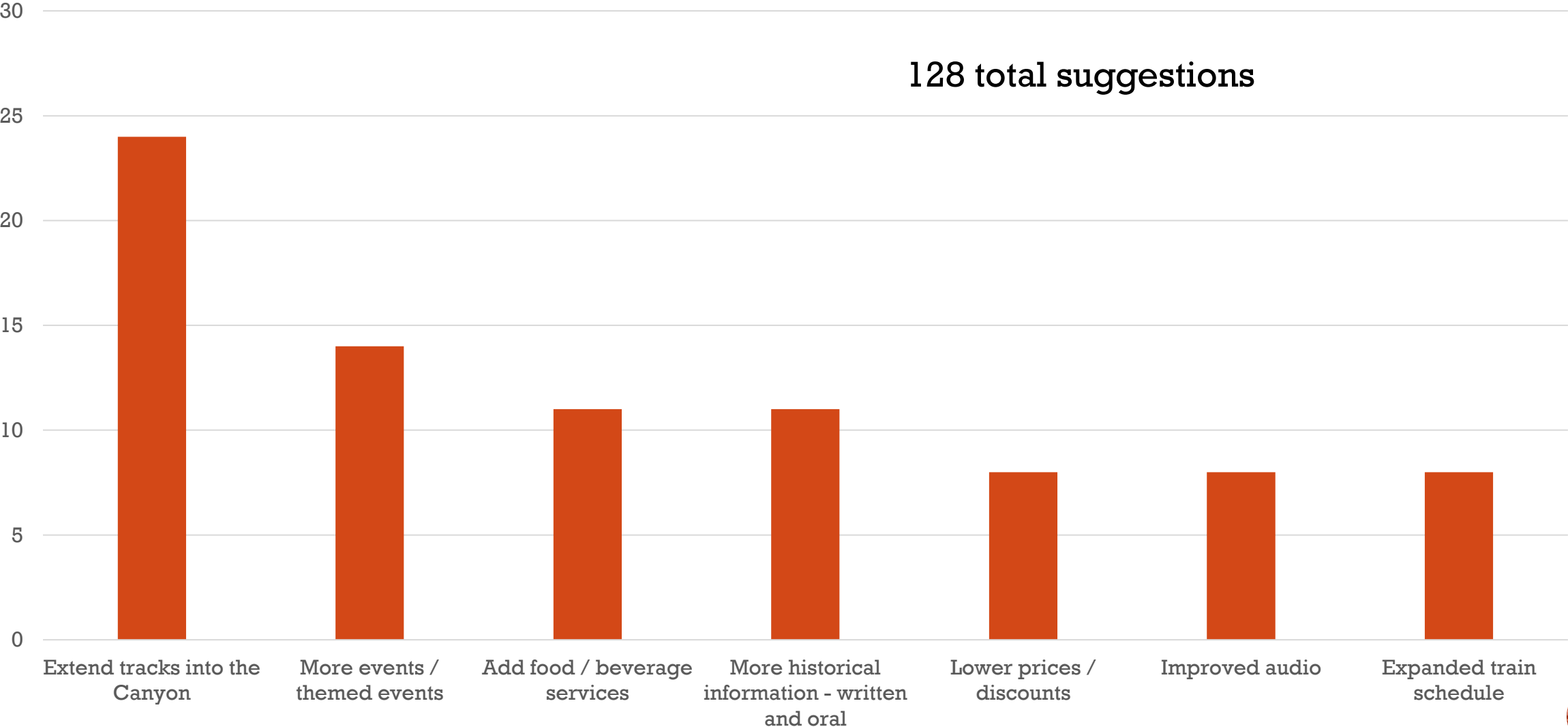




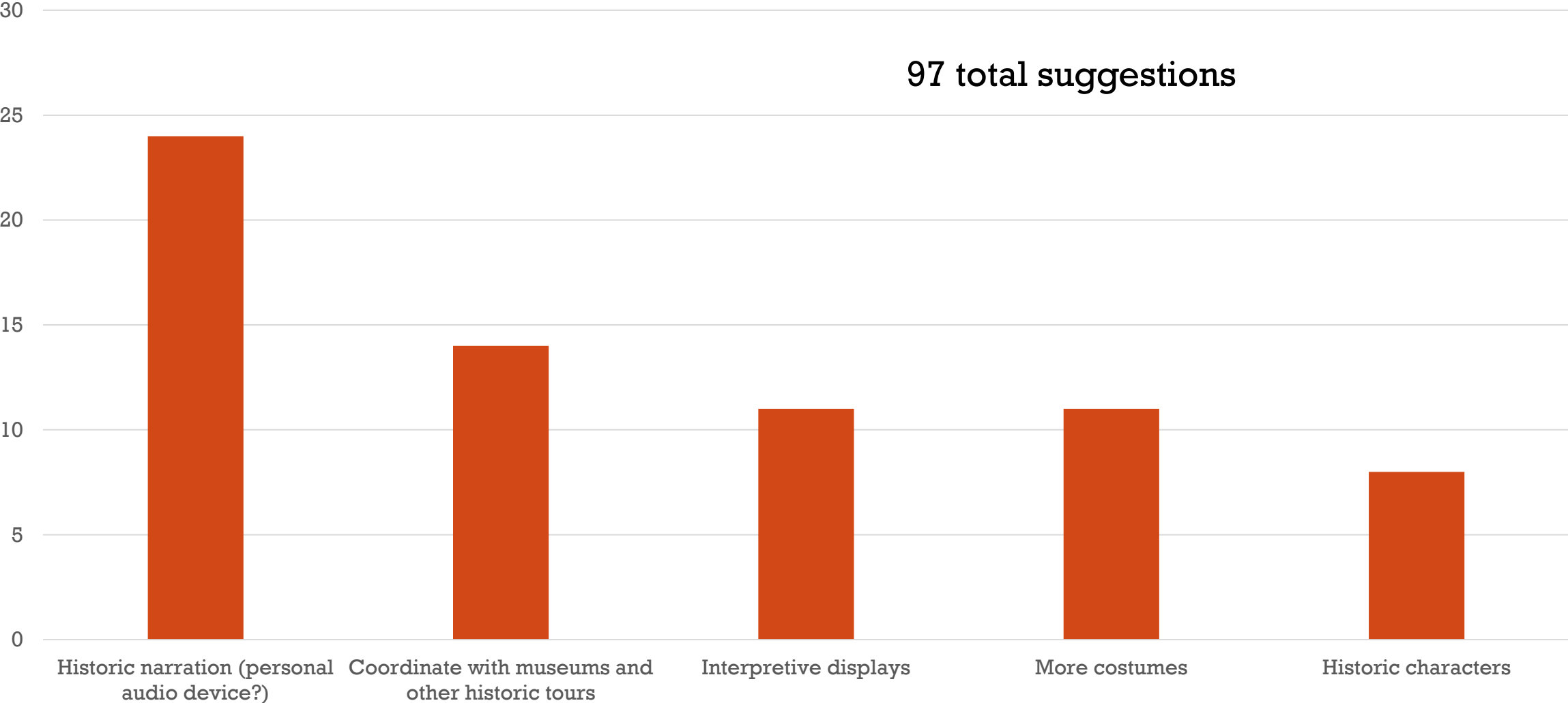
# WHAT DID YOU LIKE LEAST ABOUT YOUR EXPERIENCE?



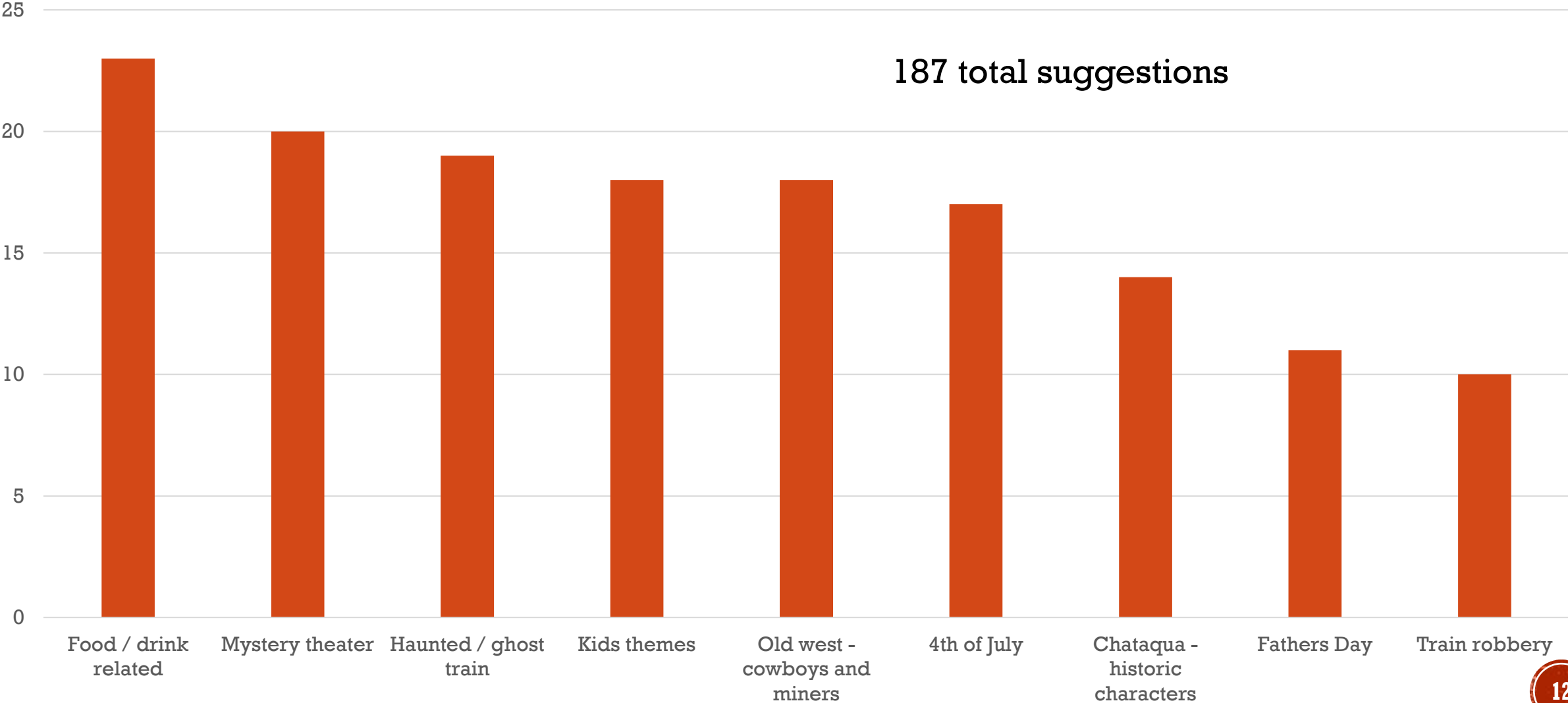
# SUGGESTIONS FOR IMPROVEMENT



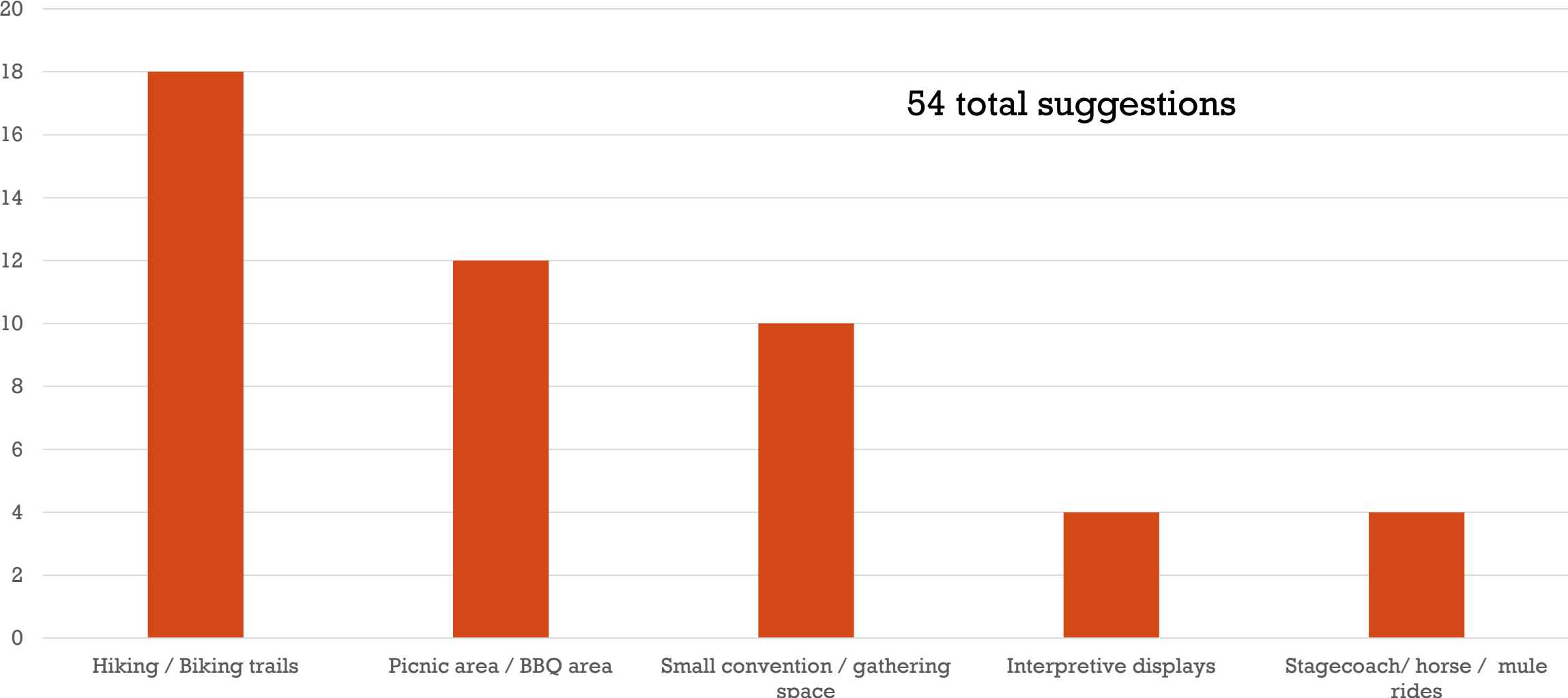
# IMPROVEMENTS TO HISTORICAL EXPERIENCE



# SUGGESTIONS FOR ADDITIONAL EVENTS



# SUGGESTIONS FOR OTHER ACTIVITIES / IMPROVEMENTS



# PROVIDE UNIQUE AND POSITIVE EXPERIENCES THAT VISITORS CAN'T WAIT TO SHARE.

- Offer visitor experiences that reflect the authentic history of the Comstock.
- Offer themed events that can be enjoyed by people of all ages with varied interests.
- Offer a wide variety of activities for people of all ages and interests.
- Provide for an easy and streamlined interface with customers.

## Strengths

- Overall positive reputation.
- Success of Polar Express
- Staff and volunteers
- Engine 18
- Access to Virginia City
- Coordinated efforts of Story and Carson City Tourism Authorities
- Open spaces for complimentary uses
- Right of way for extension of track
- Uniqueness of a historic railroad

## Weaknesses

- Dependence upon ticket sales for revenue i.e., high ticket prices.
- Limited train car space.
- Access to Eastgate – traffic and road condition.
- No food / drink facilities for visitors.

## Opportunities

- Demand for more and different Christmas programming
- Partnerships with other museums and tour operators
- Historic resources in the region
- Extension of the tracks into the canyon
- Wild horses
- Demand for public recreation space.
- Associated areas of historic interpretation – Miners, Cowboys, Native Americans, etc.
- Popularity of youth centered events.
- Scenic resources in the area.
- Demand for souvenirs.

## Threats

- Over-crowded events.
- Further development along the right of way that distracts for historic landscape.
- Availability of rolling stock.
- No guaranteed access to Virginia City.

# CREATE POSITIVE ECONOMIC IMPACT IN THE REGION.

- Bring prospective customers to area businesses.
  - Look for opportunities for cooperative events and attractions.
  - Look for opportunities for cooperative marketing
- Encourage multiple day visitor stays.
  - Work with regional tourism authorities to create multiple day visitor experiences.
  - Work with lodging properties to offer packages for groups, organizations and conventions.

## Strengths

- Unique attraction for the region.
- Space for expansion of facilities
- Ability to run special trains

## Opportunities

- Partnerships with area hospitality businesses to create tour packages.
- Space available for cooperative events with regional tour operators.
- National, international marketing of tour packages.
- Cooperative marketing and/or packaging with Lake Tahoe operators / businesses.
- Corporate sponsorships for events / improvements.

## Weaknesses

- Limited operations due to weather / seasons.
- Lack of convention / meeting space for large groups.
- Lack of continuity of management.
- Inadequate agreements with service providers – may result in lapse in service.

## Threats

- Competition with other types of tourist destinations in the region.
- Inadequate agreements with service providers.

# MANAGE AND PROTECT TAXPAYERS INVESTMENT INTO THE V&T RAILWAY.

- Insure the safe and secure operation of the V&T Railway.
  - Provide regular maintenance to the railway infrastructure.
  - Insure all V&T Railway operations follow standard safety protocols.
- Pursue mutually advantageous agreements with service providers.
  - Provide for coordination of rail operations among service providers

## Strengths

- V&T
- Railway Commission representation.
- Maintenance vendor competence

## Opportunities

- Corporate sponsorships for events / improvements.

## Weaknesses

- Lack of engine house and yard tracks at Eastgate
- Funding options – ticket prices vs cost of adequate maintenance.
- Lack of continuity of management.

## Threats

- Competing rail operator users – conflicts in use.
- Dependence on one train operator.



# BE A PART OF THE COMMUNITIES THAT SUPPORT THE V&T RAILWAY.

- Support regional cultural assets.
- Encourage and support volunteerism.
  - Encourage area volunteers to support events and activities.
  - Encourage donations of services and / or funds to support the V&T Railway

## Strengths

- Governing body made up of representatives from Storey County and Carson City.
- Community pride in the V&T Railway.
- Enthusiastic volunteers and local railroad enthusiasts.

## Opportunities

- Partnerships with the State museums.
- Partnerships with other hobby groups to develop and support theme events.
- Use the Depot as meeting space for group and non-profits.
- Bring in small local businesses to provide services (such as food / drink) services.
- Utilize local youth theater groups for historic narration / story telling.

## Weaknesses

- Lack of an active Foundation supporting the railway.
- Lack of consistent recruitment and training opportunities for volunteers.
- Lack of youth outreach programs that may help sustain future interest in the Railway.

## Threats

- Funding shortfall of State museums.