

NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY

THURSDAY, February 28, 2019 @ 1:00pm

Carson City Community Center – SIERRA ROOM

851 East William Street (Highway 50 and South Roop Street) Carson City, Nevada 89701

AGENDA

1:00 PM CALL TO ORDER – PLEDGE OF ALLEGIANCE

1. ROLL CALL

2. FOR POSSIBLE ACTION: APPROVAL OF THE AGENDA

This is the tentative schedule for the meeting. The Commission reserves the right to take items in a different order to accomplish business in the most efficient manner. The Commission may combine two or more items for consideration and may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

3. PUBLIC COMMENT ON NON-AGENDIZED ITEMS

Discussion may be limited to three minutes per person at the discretion of the Chairman. No action may be taken on a matter raised under this portion of the agenda until the matter itself has been specifically included on an agenda as an item upon which action may be taken.

4. FOR POSSIBLE ACTION: APPROVAL OF MEETING MINUTES FOR

A. JANUARY 31, 2019

5. FOR DISCUSSION ONLY: FINANCIAL REPORT

Current revenue and expense report for the V&T reported by General Manager

6. FOR POSSIBLE ACTION: APPROVAL OF THE SELECTION COMMITTEE'S RECOMMENDATION FOR THE NEW TICKETING SERVICE/CALL CENTER PROVIDER.

7. FOR POSSIBLE ACTION: APPROVAL OF THE NEW TICKETING SERVICE/CALL CENTER'S ONE YEAR AGREEMENT - ASSUMING COMMISSION'S CONSENT OF THE SELECTION COMMITTEE'S RECOMMENDATION.

8. FOR DISCUSSION ONLY: MARKETING REPORT, ARGENTUM PARTNERS

9. FOR DISCUSSION AND POSSIBLE ACTION: ENGINE 18 OVERHAUL REPORT

10. FOR DISCUSSION ONLY: ENGINEERING REPORT

A. Maintenance and projects update

11. FOR DISCUSSION ONLY: ATTORNEY'S REPORT

12. FOR DISCUSSION ONLY: NEXT MEETING DATE(S) & AGENDA ITEMS

V&T Railway Commission Meeting, March 28, 2019, 1:00pm, at Carson City Community Center – Sierra Room

13. COMMISSIONER COMMENTS

ADJOURNMENT OF COMMISSION BOARD MEETING

TITLES OF AGENDA ITEMS ARE INTENDED TO IDENTIFY SPECIFIC MATTERS. IF YOU DESIRE DETAILED INFORMATION CONCERNING ANY SUBJECT MATTER ITEMIZED WITHIN THIS AGENDA, YOU ARE ENCOURAGED TO CALL THE COMMISSION'S OFFICE AT 775-291-0208.

NOTICE TO PERSONS WITH DISABILITIES: MEMBERS OF THE PUBLIC WHO ARE DISABLED AND REQUIRE SPECIAL ASSISTANCE OR ACCOMMODATIONS AT THE MEETING ARE REQUESTED TO NOTIFY THE COMMISSION'S OFFICE AT 1711 CARSON CITY, NEVADA OR BY CALLING 775-291-0208 AT LEAST 24 HOURS IN ADVANCE.

NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY RECOGNIZES THE NEEDS AND CIVIL RIGHTS OF ALL PERSONS REGARDLESS OF RACE, COLOR, RELIGION, SEX, DISABILITY, FAMILY STATUS OR ORIGIN.

NOTICE: THIS NOTICE IS POSTED PURSUANT TO NRS 241 AT THE FOLLOWING LOCATIONS: STOREY COUNTY COURTHOUSE, 26 SOUTH B STREET, VIRGINIA CITY, NEVADA; CARSON CITY EXECUTIVE OFFICES, 201 N. CARSON ST. CARSON CITY, NEVADA; CARSON CITY CULTURAL & TOURISM OFFICE, 716 NORTH CARSON STREET, CARSON CITY, NEVADA; CARSON CITY COMMUNITY CENTER, 851 EAST WILLIAM STREET, CARSON CITY, NEVADA; WWW.VTCOMMISSION.COM; [HTTPS://NOTICE.NV.GOV](https://NOTICE.NV.GOV)

Certificate of Posting

I, Elaine Barkdull-Spencer, General Manager., Virginia & Truckee Railway, do hereby certify that I posted, or caused to be posted, a copy of this agenda at the following locations in compliance with NRS 241.020(3): Storey County Courthouse, Carson City Executive Offices, Carson City Cultural & Tourism Office, and Carson City Community Center. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at www.vtcommission.com, and NRS 232.2175 at <https://notice.nv.gov/>. To obtain further documentation regarding posting or supporting materials, please contact Elaine Spencer, General Manager, V&T Railway Commission at (775) 340-2045, vandtrailway@gmail.com.

NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY

THURSDAY, January 31, 2019 1:00 p.m.

Carson City Community Center – BONANZA ROOM
851 East William Street (Highway 50 and South Roop Street) Carson City, Nevada 89701

MEETING MINUTES

Notice: Items on the agenda may be taken out of order; two or more agenda items may be combined for consideration; and items may be removed from the agenda or discussion relating thereto delayed at any time. This is the tentative schedule for the meeting. The Commission reserves the right to take items in a different order to accomplish business in the most efficient manner.

The following minutes are a summarized explanation of the topics discussed. A taped recording of these proceedings will be kept for review.

CALL TO ORDER

Chairman Dotson called the meeting of the Nevada Commission for the Reconstruction of the V&T Railway to order at 1:00 p.m. and called for the Pledge of Allegiance.

Pledge of Allegiance

1. ROLL CALL

Elaine Spencer called roll.

Chairperson: Deny Dotson - Present
Vice Chair: Nick Marano - Present
Board Members: Stan Jones - Present
Mike Santos - Present
Marshall McBride – Absent

Others: Ken Dorr, Engineer
Michael Smiley Rowe, Legal Counsel
Hugh Gallagher, Storey County Comptroller
Elaine Barkdull-Spencer, General Manager

Public Attendance:

2. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF THE AGENDA

This is the tentative schedule for the meeting. The Commission reserves the right to take items in a different order to accomplish business in the most efficient manner. The Commission may combine two or more items for consideration and may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

S. Jones made a motion to approve the agenda.

Second – M. Santos

Approved – Unanimously

3. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PUBLIC COMMENT ON NON-AGENDIZED ITEMS

Discussion may be limited to three minutes per person at the discretion of the Chairman. No action may be taken on a matter raised under this portion of the agenda until the matter itself has been specifically included on an agenda as an item upon which action may be taken.

Kim Fegert, Gold Hill Historical Society, stated he has requested copies of contracts in the past and did not receive them. He said he had requested copies of all current contracts explaining everybody's involvement with the organization. E. Spencer provided him with her contact information and asked him to contact her directly to get copies.

4. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MEETING MINUTES

a. *October 25, 2018*

M. Santos made a motion to approve the minutes from the October 25, 2018 meeting with no changes.

Second – N. Marano

Approved – Unanimously

5. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: FINANCIAL REPORT

H. Gallagher explained Storey County is in the process of transitioning from its system of 30 years to a new accounting system and they have run into several issues. Storey County was initially told the system had the functionality to handle the needs of the V&T Railway Commission as a second account, however, they have been unable to get it fully set up at this time. H. Gallagher stated his staff is currently working with Tyler Technology to get the new system functional. He apologized to the Commission and stated they hope to have the ability to provide up-to-date financial reports soon.

6. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF REQUESTS FOR ADDITIONAL V&T FUNDS FOR DEPOT AND GROUNDS IMPROVEMENTS FROM CARSON CITY CULTURE & TOURISM AUTHORITY AND STOREY COUNTY.

E. Spencer discussed the previous improvements that have been completed at the Depot with the help of S. Jones and K. Dorr, including the new holding tank and restriping the parking lot. She explained additional maintenance and improvements needed to be done before the start of the coming train season. The additional work includes resurfacing of the parking lots due to safety concerns and the need for additional parking. She also discussed concerns about the capacity of the Depot building and options to create a larger staging area for passengers. Those options include a train viewing area adjacent to the current building where passengers can watch the train arrive and depart from a proposed pergola and an accordion wall in the interior. E. Spencer requested approval from the Commission to ask both Carson City Culture and Tourism Authority and Storey County for matching one-time funding to complete these improvement projects.

N. Marano made a motion to approve requesting one-time funding from both entities.

Second – S. Jones

Approved – Unanimously

7. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW EXISTING CONTRACT WITH R LINE OF WORK, LLC FOR SPECIAL EVENT COORDINATION, TICKETING AND SALES MANAGEMENT AND APPROVE 30-DAY WRITTEN CANCELLATION NOTICE.

E. Spencer discussed the current scope of work as part of the contract with R Line of Work, LLC and explained that V&T Railway will no longer hold events outside of the wine trains and there was no longer a need for a contracted special events coordinator. She said the wine trains could be handled in-house. She explained that the Will Call position needed to be an employee as the job was a scheduled position that required them to perform the duty on-site. She explained that for efficiency and availability that call services needed to be 24/7. She recommended a combination ticketing/call center service. E. Spencer requested approval of a written thirty-day notice cancelling the current contract with R Line of Work, LLC.

E. Spencer and the Commission presented Candy Duncan a plaque of appreciation for her years of service to the Commission, as well as, a "golden ticket" which allows she and her husband to ride the train at no charge for life.

S. Jones made a motion to approve written thirty-day notice to R Line of Work, LLC.

Second – N. Marano

Approved – Unanimously

8. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW EXISTING CONTRACT WITH ACTIVITY TICKETS, LLC AND APPROVE GENERAL MANAGER'S RECOMMENDATION TO NOT ALLOCATE FUNDS IN THE FY 2019-20 BUDGET FOR THIS SERVICE.

E. Spencer discussed the current contract with Activity Tickets, LLC and the need for a ticketing program that was coupled with a call center. She explained the method of cancellation for this type of service, according to V&T's legal counsel M. Rowe, was to not allocate funds for the service in the upcoming fiscal year budget. M. Rowe confirmed his recommendation to the Commission. Spencer said the combined service would be more efficient and that there were several companies that could provide a combined service.

M. Santos made a motion to approve the request to not allocate funds to continue the contract with Activity Tickets, LLC

Second – N. Marano

Approved – Unanimously

9. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVE A REQUEST FOR PROPOSAL (RFP) AND RELATED TIMELINE FOR A NEW TICKETING SERVICE AGREEMENT THAT INCLUDES A CALL CENTER AND OTHER ESSENTIAL CRITERIA.

E. Spencer discussed the proposed requirements included in the new RFP document. She also discussed the proposed timeline to have the process completed and begin onboarding the selected ticketing service. E. Spencer expressed her desire to have the selected ticketing service/call center triggered prior to the start of the new train season. She requested approval to begin the RFP process the following.

M. Santos made a motion to approve beginning the RFP process for a ticketing agency.

Second – N. Marano

Approved – Unanimously

10. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: 2018 TRAIN SEASON REPORT

E. Spencer provided unaudited financial reports stating the current fiscal year revenue is approximately \$988,000.00; current fiscal year expenses are approximately \$687,000.00 for a current approximate net of \$301,000.00. She provided pie charts explaining season revenue and expenses for the entire train season as well as just the Polar Express. She also explained the interlocal support contributions have not been received for the current fiscal year, which will increase the current revenue and net by \$190,000.00.

11. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: MARKETING REPORT, ARGENTUM PARTNERS

Molly Ellery, Argentum Partners, provided a detailed report on the previous year's marketing efforts and data of its effectiveness.

12. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION AND POSSIBLE ACTION: ENGINE 18 OVERHAUL REPORT

Tom Gray provided a progress report on Engine 18 overhaul. It is expected to be ready in the early part of the season. Currently, they have the engine apart and are drilling many holes and riveting them back up. Once the boilers are up and running, they will put in the super heating units, put the engine back together and run some trials. Next will be a hydrostatic inspection of the boiler. E. Spencer inquired as to how long it will take to get the inspectors scheduled and inspections completed by the FRA. T. Gray stated the internal inspection has already been completed by the FRA. The FRA will want to complete a steam test and hydrostatic inspection of the boiler. T. Gray will complete those tests beforehand. Gray informed the Commission that annual inspections are in March and the inspectors are familiar with the current setup and schedules for the inspections. Thirty-day notice is required to setup an inspection, but they do a lot of surprise visits and are in the area frequently, which could expedite the process.

13. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: ENGINEERING REPORT

Ken Dorr, KL DORR CONSULTING LLC, provided information regarding a visual inspection of the V&T Railway Bridge (G-2898) crossing highway 50 in Carson City was performed on September 29, 2018. During the observation of the train crossing the bridge, no noticeable movement was observed. His report stated the items addressed in the 2017 NDOT inspection have been completed. K Dorr advised the Commission of remaining repairs and maintenance that still needs to be addressed.

14. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: ATTORNEY'S REPORT

M. Rowe provided an update on the work he has performed since the October 2018 meeting. He explained he has not provided much service since there were not meetings and stated he will be completing the annual report required regarding any tortious claims. He stated there have not been any suits filed against the organization, but the Commission will be required to acknowledge and approve the report when it is filed.

15. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FOR DISCUSSION ONLY: NEXT MEETING DATE(S) & AGENDA ITEMS

E. Spencer provided a list of upcoming meetings that will be attended by various members of the Commission:

A. CCCVA, Request for Funds, Feb. 11, 2019, 4pm – CC

S. Jones and Argentum Partners will be attending this meeting.

B. Storey County Commission, Request for Funds, Feb. 19, 2019, 10 am – VC

E. Spencer will be attending this meeting.

C. Track Maintenance Planning Session, March 6, 2019, 1 pm at Eastgate Depot, CC

E. Spencer, T. Gray, Gabe Willaman, K. Dorr, Commissioner, will be attending this meeting.

D. V&T Railway Commission Planning Session, March 8, 2019, 12 N – 4 pm, VC, Conference Center

Commissioners will be attending this meeting.

E. Marketing Planning Session, March 15, 2019, 12 N – 3 pm – CC

16. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: COMMISSIONER REPORTS & COMMENTS

S. Jones, General comments and acknowledgements.

M. Santos, General comments and acknowledgements.

N. Marano, General comments and acknowledgements.

D. Dotson, General comments and acknowledgements.

17. CHAIRMAN DOTSON BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: ADJOURNMENT OF COMMISSION BOARD MEETING

D. Dotson adjourned the meeting at 3:06.



FAREHARBOR

www.fareharbor.com

FareHarbor



FAREHARBOR

FareHarbor Company Overview

Company Name

FareHarbor B.V.

<https://fareharbor.com>

US Headquarters

575 Logan Street

Denver, CO 80203

USA

Presented By:

Becca Gilligan - Director of North American Sales

Sarah Testoni - Account Executive

Sarah Testoni graduated from Clark University in 2015 with a master's degree in Public Administration. She joined FareHarbor in 2017 and has loved working with a wide range of different tours and activities operators. In her spare time she enjoys interior design, makeup artistry, and spending time with her dog.

Alex St. John - Account Executive

Alex St. John graduated from University of Vermont in 2017 with a bachelor's degree in Business Administration, focused on Finance, and a minor in Economics. He joined FareHarbor immediately after graduating and has loved learning about the tours & activities industry. In his spare time, he enjoys water and snow skiing, ice hockey, and golf.

About FareHarbor

FareHarbor was founded by Lawrence and Zachary Hester in January 2013, when they discovered the challenges of booking activities online while living in Hawaii. After working in the business for 2 years they assembled a team and together they set out to create the largest booking management system worldwide for attractions and activity providers to better serve their customers while increasing online revenue. Today, FareHarbor has recently joined the Booking Holding family and supports more than 6,000 clients around the world from its offices in Hawaii, San Francisco, Denver, Minneapolis, Boston, Amsterdam and Sydney.

FareHarbor Employees

Since 2013 FareHarbor has grown from a team of 5 to 250 spread across 7 offices.

Physical location Of Development resources

FareHarbor utilizes Amazon Web Services (AWS). Amazon Web Services provides a highly reliable, scalable infrastructure platform in the cloud that powers hundreds of thousands of businesses in 190 countries around the world.

More info available on AWS is available by visiting:

<https://aws.amazon.com/whitepapers/overview-of-amazon-web-services/>

Overview of Key Services & Functionality

- 24/7 U.S. Based Tech Support
- Extensive marketing apparatus and team, ranging from SEO consultants, Google Analytics, web design and online conversion experts.
- Full scale, back office management platform
- Onboarding, implementation, and website creation and/or integration by the FareHarbor team.
- Trainings for all staff, daily users, and key affiliate partners.
- Discreet FareHarbor branding allows us to function as a virtually white-label partner.
- Robust Affiliate platform to connect third-parties, concierges and partner activity operators
- API connectivity with Viator, Expedia, Veltra, GetYourGuide and more, for automated bookings.

- Regular consultations from the Customer Strategy & Channel Development teams.
- Mobile compatibility, check-in, and mobile ticket scanning.
- Layered Reporting & Invoicing.
- Automated and customizable Emails.
- Customizable Daily Manifests.
- Crew Scheduling & Notifications.
- Multiple levels of user access & permissions for staff.
- BOCA tickets, ticket scanning and receipt printing.

Partnership Overview

Beyond software, we offer a **true partnership**. As a FareHarbor client, you will receive the industry's most intuitive and modern booking platform, plus a host of support and services that **guarantee** year-over-year growth. You'll have an entire team dedicated to your account, who will:

- Monitor and analyze your website's performance via Google Analytics data,
- Track and optimize your website's conversion rate,
- Find and analyze areas of improvement, and
- Implement solutions and monitor success to ensure growth.

With FareHarbor, you'll have the advantage of years of data from thousands of businesses in your industry, plus a team of 250+ supporting your business with frequent and constant product updates, feature releases and unlimited support and trainings.

Proposal Summary

1. **Implementation Plan:** FareHarbor will design, manage and execute the implementation strategy.
2. **Support:** FareHarbor will provide unlimited training and technical support.
3. **Account Management:** FareHarbor will provide a dedicated account manager, responsible for the following:
 - a. Conversion optimization
 - b. Full SEO audit on your website, ongoing
 - c. Custom website building & SSL hosting
 - d. SEO monitoring
 - e. Custom developed marketing strategies
 - f. FareHarbor Telescope - the industry's first predictive pricing platform that applies machine learning to our anonymized data set of over 10 billion unique data points, and continually evolves and learns over time to predict the perfect price for a specific activity.
4. **Website:** FareHarbor will build and host a new website if both parties decide it would provide an increase in online sales.
5. **Reservation System:** FareHarbor will provide you with a fully customizable online and back-office booking solution.
 - a. **Back Office:** Allow your staff and call center to manage bookings within FareHarbor. Streamline reservations. Create custom reports for financial and operational data.
 - b. **Channel Management:** Sell tickets through third party websites and resellers in real time. Manage the bookings, invoices and commission directly from FareHarbor.

Implementation Plan

Phase One: Information Gathering

We will have a discovery call to go over the following and determine the best set-up:

- Tour & Ticket types and descriptions
- Schedules and durations
- Capacities (as needed)
- Pricing
- Add-ons & custom fields
- Policies and confirmation & reminder email content
- Third party partnerships and pricing/invoice relationships

Phase Two: Dashboard Set-up

FareHarbor's onboarding & training team will set up your dashboard based on the information gathered.

Phase Three: Dashboard Review and Training

FareHarbor will train staff on how to use FareHarbor. FareHarbor will work with management to put together a training schedule with a set number of trainings that can be divided into department specific trainings as follows:

- Management Training: high level overview, focusing on overall set-up, reporting, and ironing out details
- Reservations/Call Center Training: focusing on creating and updating reservations
- Driver Training: focusing on check-in
- Accounting Staff Training: focusing on reporting

Phase Four: Implementation & Go Live

- FareHarbor will transfer over future reservations from your current system.
- FareHarbor's integration team will integrate FareHarbor onto your website

Always On-Site

Throughout the entire checkout process, the customer will never leave your URL. Our branding focus is on our customers, not FareHarbor. Staying on-site will also increase conversions by maintaining the customer's trust.

islandtours.fareharbor.me

Close Secured

Book Online

Choose a different date or time Fields marked with * are required

YOU'RE BOOKING

Morning Lesson
Sunday, July 8th 2018 @ 9am - 11am

| | | |
|---|--------------------------|------|
| 1 | Adults 18+ | \$45 |
| 1 | Children 17 and under | \$30 |

Adult \$45

Name

Experience Level

\$20.00 Add wetsuit

Child \$30

Name

Experience Level

\$10.00 Add wetsuit

Use the menus above to add more

SEO and Google Analytics Tracking

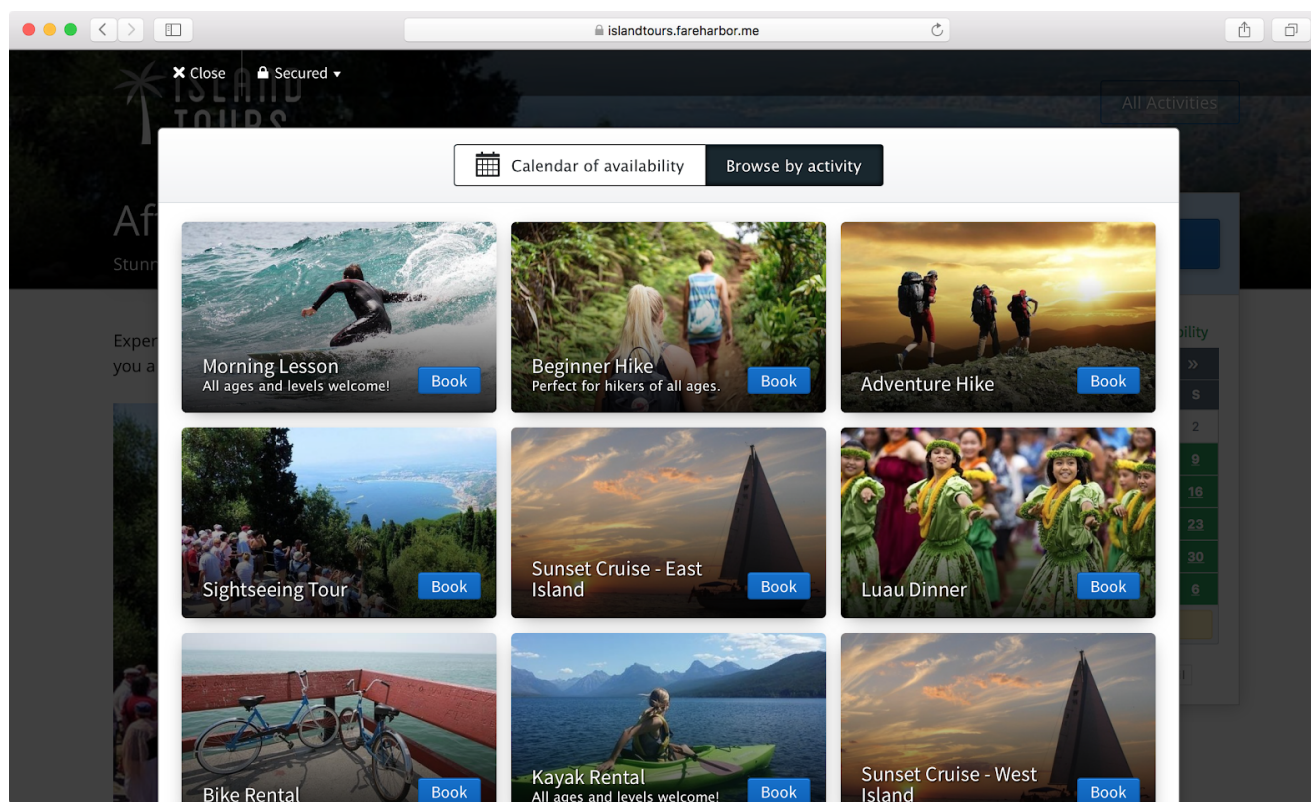
As industry leaders in online conversions, we have one goal: get our clients more online bookings. Our Google Analytics team monitors and tracks your conversion data, and also consult and advise on Search Engine Optimization (SEO) strategies. Along with our partnership with TripAdvisor, we would be providing a full data analytics service to your company.

Online Booking Platform (Customer User Experience)

FareHarbor provides an easy and secure platform for customers booking online with a variety of integration styles and booking tools to achieve the best user experience possible per customer.

[Calendar & View examples](#)

Browsing by item: Grid view



Browsing by date: Large calendar view

islandtours.fareharbor.me

Close Secured

Book Online

Calendar of availability Browse by activity

July 2018

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|--|---|--|--|---|
| Jul 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour SOLD OUT! 2pm Adventure Hike 6pm Luau Dinner | 9am Morning Lesson — 10% off Mondays! 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson SOLD OUT 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 6pm Luau Dinner | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 6pm Luau Dinner |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 6pm Luau Dinner | 9am Morning Lesson — 10% off Mondays! 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 1 left! | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 6pm Luau Dinner | 9am Morning Lesson 10am Beginner Hike 1pm Sightseeing Tour 2pm Adventure Hike 6pm Luau Dinner |

Browsing by item: Grid view

islandtours.fareharbor.me

Close Secured

Book Online

Choose a different activity

July 2018

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |


Monday, July 2nd 2018

9am Morning Lesson — 10% off Mondays! [BOOK](#)

Morning Lesson

Haleiwa, HI

All ages and levels welcome!



Booking by time slots

Choose a different date

Sightseeing Tour

Choose a start time

Saturday, April 7th

| | |
|------------------|--------|
| 1pm ▲ 4 left! | BOOK > |
| 2pm ▲ 4 left! | BOOK > |
| 3pm | BOOK > |
| 4pm Sold Out! | BOOK > |
| 5pm | BOOK > |

🌐 Change language ▼

Book Forms, Checkout & Custom Fields examples

Customer type selection

Choose a different date or time
Fields marked with * are required

YOU'RE BOOKING

Morning Lesson
Thursday, July 12th 2018 @ 9am - 11am

| | | |
|---|--------------------------|------|
| 1 | Adults 18+ | \$45 |
| 1 | Children 17 and under | \$30 |

Book form custom fields, per selection

Adult

\$45

✕

Name

Experience Level

Beginner (0-1 years) ✕ ▼

\$20.00 Add wetsuit

Child

\$30

✕

Name

Experience Level

Beginner (0-1 years) ✕ ▼

\$10.00 Add wetsuit

Book form custom fields, per whole booking

Additional Information

How did you hear about us?

Friend ✕ ▼

Additional Comments

Any additional notes or requests?

Promotional Code

If you have a promo or discount code, enter it below.

✔ -\$10.00

Customer Checkout & Payment

Promotional Code

If you have a promo or discount code, enter it below.

Subtotal \$75.00

Fees \$4.50

Total **\$79.50**

Apply a gift card

Secured with 2048-bit encryption

Subtotal \$75.00

Fees \$4.50

Total **\$79.50**

CONTACT

Get text message notifications about your booking

We'll also send you email updates. — Text message rates may apply, US numbers only. You can reply STOP at any time to stop. Text messages may contain additional marketing.

Get future email updates from Island Tours and Activities

PAYMENT

Secure and encrypted ⓘ
VISA

ⓘ

EXPIRATION DATE

COUNTRY

ⓘ

ⓘ

CANCELLATIONS

Customers will receive a full refund with 24 hours notice of cancellation. Customers will also receive a full refund in case of operator cancellation due to weather or other unforeseen circumstances. Contact us by phone to cancel or inquire about a cancellation. No-shows will be charged the full price.

Complete your booking

Your card will be charged for \$79.50.

By booking you also agree to FareHarbor's [terms of service](#).

Add-On Tickets

[Shopping Cart and Suggested Items](#)

There are a wide variety of options for offering additional tickets to customers in FareHarbor. FareHarbor has the ability to upsell tickets on the confirmation page and confirmation emails, as well as an online “shopping Cart” when necessary. The ability to upsell tickets within the back end (client facing) interface is also fully functional and easy to use.

[Suggested Items](#)

Suggested Items are a great way to promote other activities to customers during your checkout process. They can be included in confirmation pages and emails, or in a customer’s shopping cart. Suggested items can be set up in your overall Dashboard settings, or for an individual item. If you are have good relationship with non- competing companies in the area, and they are on FareHarbor, we can also include their offerings within the suggested items with price flexibility and commission tracking.

Checkout

You're moments away from completing your booking. — [Keep shopping](#) >

Halibut, Salmon, Ling Cod, and Rockfish Combo Fishing Charter

Friday, June 21st 2019 @ 6am – 6pm

1 Person ([Change](#)) **\$381.50**

[Remove](#) | [Cancellation policy](#) ▶

Add on more activities or lodging!

Kayaking, Water Taxi trips, Campgrounds & Cabins



Shopping Cart

When the online cart is enabled in your Dashboard, your customers will automatically see a “Add to cart” button after making a selection. They will then be taken to a checkout page, where they can either complete their reservation or keep shopping.

Choose a different date or time
Fields marked with * are required

YOU'RE BOOKING

Halibut, Salmon, Ling Cod, and Rockfish Combo Fishing Charter

Friday, June 21st 2019 @ 6am - 6pm

1

People

\$350

Person **\$350**

[Add promo or discount code](#)

Use the menus above to add more

Fishing License

Fishing licenses can be purchased at Miller's Landing. Children under age 16 do not need to have a fishing license. If you fish for King Salmon you will need a King Salmon Stamp in addition to your fishing license.

Instructions to purchase fishing licenses and king salmon stamps will be included in your confirmation email.

Additional Information

Comments

Any additional notes, special requests or applicable information about your trip?

| | |
|-------------------------|-----------------|
| Subtotal | \$350.00 |
| Taxes & Fees | \$31.50 |
| Total | \$381.50 |

CANCELLATIONS

- Cancellation requests must be received by email only to reservations@millerslandingak.com. The cancellation notice date is the date the email was received at reservations@millerslandingak.com. Phone cancellations will not be accepted.

Add to cart >

Offering Gift Cards

There are multiple ways to offer gift cards to your customers in FareHarbor. Customers can purchase gift cards equivalent to the tickets' value or general values (ex. \$25, \$50, \$75, and input value). The purchaser indicates when buying the gift card, the recipient's contact information and can also include a message to the recipient.

Gift Card Example - Specific Value Suggestions

Note: FareHarbor can customize the value increment based on client's preference

Gift Card \$40

CHOOSE AMOUNT

\$50

\$100

\$200

Other

Gift cards are valid for any of our tours. Tours range in price from \$25-\$200 per person.

RECIPIENT INFO
You'll confirm these details, add an optional note, and send your digital gift card after checkout.

Percent (%) Discount — -20%

Gift Card \$40

CHOOSE AMOUNT

\$50

\$100

\$200

Other

Gift cards are valid for any of our tours. Tours range in price from \$25-\$200 per person.

RECIPIENT INFO
You'll confirm these details, add an optional note, and send your digital gift card after checkout.

Percent (%) Discount — -20%

Gift Certificates with Customized Ticket Values

YOU'RE BUYING

Gift Certificates

| | | |
|---|--|-------|
| 1 | Full-Day Rental Gift Certificates <small>Certificates valid for 1 year after purchase</small> | \$100 |
| 0 | Half-Day Rental Gift Certificates <small>Certificates valid for 1 year after purchase</small> | \$50 |
| 2 | Adult Bike Tour Gift Certificates <small>Certificates valid for 1 year after purchase</small> | \$200 |
| 0 | Child Bike Tour Gift Certificates <small>Certificates valid for 1 year after purchase</small> | \$150 |

Full-Day Rental Gift Certificate \$100

Adult Bike Tour Gift Certificate \$200

Adult Bike Tour Gift Certificate \$200

Use the menus above to add more

Redeeming Gift Cards

Customers can enter in their gift card number when booking online to redeem or can provide the code to staff upon arrival. Once the gift card value is redeemed, it is no longer valid for use.

| | | | | | |
|-------------------|--|--------------------------------------|---------------------------------------|-----------------|-----------------|
| Gift card number: | <input type="text" value="32SAB-GT25G-UFRT6-GFQIT"/> | <input type="button" value="Apply"/> | <input type="button" value="Cancel"/> | Subtotal | \$500.00 |
| | | | | Taxes | \$25.00 |
| | | | | Fees | \$30.00 |
| | | | | Total | \$555.00 |

Secured with 2048-bit encryption

Gift Cards: Email Correspondence

Upon purchasing a gift card online or in person, the purchaser receives a confirmation email and then has the option to add a message and send the gift card to the recipient.

| |
|--|
| Order #56880 |
| Gift Card |
| 1 Gift Card |
| Gift Card: 3YC9A-W6V5D-DW8PX-KGRD4 |
| Amount: \$50.00 |
| To: NC |
| <input type="button" value="Add message and send >"/> |

Gift Cards Confirmation Email

The standard confirmation email is sent to the customer but also contains the gift card specific language shown above.

← Back

Island Tours and Activities

GIFT CARD
3YC9A-W6V5D-DW8PX-KGRD4

CURRENT VALUE
\$50

To: NC

Message (optional)

✉ Email
🖨 Print

TO REDEEM

To redeem your gift card, make a booking at islandtours.fareharbor.me. Click "Apply a gift card" and enter your gift card number.

Card balance as of 4/9/18 @ 2:43pm.

Your gift card may only be used for making purchases with Island Tours and Activities, and cannot be redeemed for cash unless required by law. Complete terms and conditions available at fareharbor.com. By using this gift card you accept these terms and conditions.

Gift Card Recipient Messaging

Upon selecting “Message and Send”, the purchaser is directed to complete the message and email or print.

Campaigns and Promotional Codes

Campaigns in FareHarbor allow clients to offer discounts to customers using promotional codes (like a special seasonal offer, or a Groupon deal). FareHarbor can add all active promotional codes into the system at any time and indicating which dates, tickets, and discount amounts the codes should be valid for.

Redeeming a Promotional Code

Customers can enter a promotional code when booking online with FareHarbor. Alternatively, staff can enter in promotional codes when making a direct booking for a customer.

Discounts can be applied per ticket or on the overall booking. If a code is no longer valid, a red X will appear. If the code is valid, a discount amount will appear.

Customer (or Ticket) Level Promotional Code Entry

| | |
|---|---|
| <p>Adult \$45</p> <p>If you have a promo or discount code, enter it below.</p> <p>WINTER ✕</p> | <p>Adult \$40.50</p> <p>If you have a promo or discount code, enter it below.</p> <p>WINTER20 ✔ -10%</p> |
|---|---|

Booking Level Promotional Code Entry

| | |
|---|--|
| <p>Promotional Code</p> <p>If you have a promo or discount code, enter it below.</p> <p>000003 ✔ -\$10.00</p> | |
| <p>☰ Apply a gift card</p> <p>🔒 Secured with 2048-bit encryption</p> | <p>Subtotal \$65.00</p> <p>Fees \$3.90</p> <p>Total \$68.90</p> |

Back Office Management Platform: Part 1

FareHarbor was created based on the first hand experience of its founders, Zachary & Lawrence Hester, who ran operations and reservations for North Shore Catamaran on the island of Oahu in Hawaii. As per this background, FareHarbor gives businesses and their employees a management platform and user experience designed for ease of use, adjustable functionality, and all around efficiency.

Calendars, Views & Availability

Monthly Calendar View with Customer Bookings Sidebar

This view is displaying online, Viator and staff bookings using a monthly breakdown.

The screenshot displays the FareHarbor Back Office Management Platform interface. The main view is a monthly calendar for July 2018, showing a grid of activities for each day. The activities include Morning Lessons, Beginner Hikes, Sightseeing Tours, Adventure Hikes, and Luau Dinners, each with details like instructor/guide, time, and capacity. A sidebar on the right shows customer bookings for specific dates, including Theresa Cook, Martin Taylor, Keith Guerrero, Robin Mitchell, and Kathryn Ward, with details like activity type, date, and status.

Overview of an availability page

The booking overview page provides a snapshot of the availability. It allows a user to email guests and make edits to an availability (i.e. price, time, capacity) without disrupting the entire series for that day, week, or month.

Morning Lesson
Wednesday, July 11th 2018 @ 9am - 11am

Manifest Book (1 available)

Bookable online 9 booked 1 available 0 blocks 1 crew

BOOKINGS

| Booking ID | Customer Name | Adults | Child | Status | Booked by | Time |
|------------|-------------------|--------|-------|--------|---------------------|------------------------------|
| #49708 | Keith Wright | 2 | 1 | Paid | Booked online Today | @ 2:27pm |
| #49707 | Anthony Hernandez | 5 | 0 | Paid | Today | @ 2:26pm by Andrea McDonnell |
| #49706 | Theresa Cook | 1 | 0 | Paid | Today | @ 2:25pm by Greg Jones |

EDIT

Prices

Book Button

| Crew name | Role | Note |
|------------|------------|------|
| Greg Jones | Instructor | |

Add a comment to this availability

Comment

Andrea McDonnell 11 minutes ago

Created Instructor: Greg Jones:

- Set user to Greg Jones
- Set role to Instructor

Customer Info Page display

Each customer will have a dedicated page that will store their booking notes and payment info PCI compliant. This page will also allow staff to make edits, updates, refunds and apply monetary add-ons to a customer's reservation(s).

Booking #49723
Today @ 3:26pm by Jess Smith

Adventure Hike
Monday, July 2nd 2018 @ 2pm - 5pm

Booking total: \$84.00 | Payments: \$84.00 (Paid in Full)

Order: None + Start new order

Booking notes: None

Affiliate: None

2 Adults Checked in (2 total)

| Customer | Checked in | Level | Price |
|----------|------------|----------------------|---------|
| Adult | Checked in | Beginner (0-1 years) | \$40.00 |
| Adult | Checked in | Beginner (0-1 years) | \$40.00 |

Booking extras

T&C: Yes

How did you hear about us?: Friend

Comments:

Booking actions (Advanced)

- Add or remove customers
- Rebook
- Cancel booking
- Set check-in for all customers
- Save card to charge later
- Refund
- Send email or text
- Print

Back Office Management Platform: Part 2

Creating Reservations, Refunds & Rebookings

Creating a new reservation (internally)

FareHarbor's onsite POS allows staff to create reservations internally. The POS uses a horizontal workflow to take customer information first, then fill in custom fields (e.g. promo codes, target questions, info gathering, etc) and conclude by selecting the payment type (e.g. credit card, cash, CityPass, etc). Staff can add customers to a trip, process payment, and collect customer information for email lists. Credit cards can be swiped via USB card swipers and FareHarbor fully supports receipt and BOCA ticket printing.

The screenshot displays the FareHarbor POS interface for creating a reservation. The browser address bar shows 'demo.fareharbor.com'. The navigation bar includes 'Bookings', 'Manifest', 'Reports', 'Items', 'Settings', and 'Help'. The user is logged in as 'Jess Smith' and is viewing 'Island Tours and Activities'.

Reservation Details:

- Activity:** Sightseeing Tour
- Date:** Friday, July 6th 2018
- Time:** @ 1pm - 4pm
- Status:** 3 booked, 37 available
- Pricing:** Direct

Customer Information:

- Name:** Andrew Martin
- Phone:** 310-555-6240
- Email:** andrew.martin@example.com
- Opt-in to text messages:**
- Subscribe to company email list:**
- Send confirmation email:**

Additional Information:

- How did you hear about us?** Friend
- Additional Comments:** (Empty text area)
- Any additional notes or requests?** (Empty text area)

Transportation:

- Please select your hotel from the list below:** Waimea Inn
- Room number:** If known
- If your lodging option is not listed please select "Other" or "Private Residence."*

Payment Summary:

- Subtotal:** \$115.00
- Taxes:** \$5.75
- Total:** \$120.75

Payment Method Options:

- Don't add payment now
- Save card to charge later
- Partial payment
- Pay in full

PAYMENT METHOD:

- \$120.75 paid with cash
- \$120.75 paid with check
- \$120.75 paid with bitcoin
- Charge \$120.75 to card

Secure and encrypted VISA Card Details:

- Card Number:** 4242424242424242
- Name:** Andrew Martin
- EXPIRATION DATE:** 05 - May 2022
- COUNTRY:** USA
- CVV:** 676
- Zip:** 90212

[Add comment to payment](#)

Split Payments

FareHarbor provides point of sale staff with calculators for cash tender and change, and to help split bills.

The screenshot shows a payment screen in the FareHarbor POS system. At the top, the user is identified as Nikita Patwari. The main screen displays a summary of the booking: Subtotal \$39.98, Taxes \$2.00, and Total \$41.98. Below this, there are options for payment: 'Don't add payment now', 'Save card to charge later', and 'Partial payment:'. The 'Partial payment' option is selected, and the amount is set to \$41.98. A modal window titled 'Calculate split payment' is open, providing instructions: 'Divide the booking total after taxes (\$41.98) between different people.' The modal includes input fields for 'Split between:' (set to 2 people), 'Pay for now:' (set to 1 person), and 'Cost:' (set to \$20.99). A 'Set' button is visible at the bottom of the modal. Below the modal, there is a 'Secure and encrypted' section for card payment details, including fields for Card number, Name printed on card, Expiration Date (Month and Year), Country (USA), CVC, and Zip code. There is also a 'Cancellation notes' section and a 'Complete booking' button. A note at the bottom states: 'Please answer all fields marked with * to complete your booking. Customer agrees to FareHarbor's terms of service.'

Search Bookings and Live Tracker

FareHarbor has functionality where the backend user may search any detail of a booking (name, contact information, booking number, etc.), and the search feature will filter any bookings with that information. There is also a live feed of all activity within the dashboard that is easily accessible.

The screenshot shows the FareHarbor Adventure dashboard. The top navigation bar includes 'Partners', 'Bookings', 'Manifest', 'Reports', 'Items', 'Settings', and 'Help'. The user is identified as Sarah Testoni. The main area is a calendar view for 'All Tours/Activities' from Monday, February 4th to Sunday, February 10th. The calendar shows various activities with their respective times and counts. For example, 'Morning Lesson' has 3 bookings on Mon 2/4, 5 on Tue 2/5, 4 on Wed 2/6, 1 on Thu 2/7, and 2 on Fri 2/8. 'Adventure Tour' has 2 bookings on Mon 2/4, 1 on Tue 2/5, 11 on Wed 2/6, 8 on Thu 2/7, 1 on Fri 2/8, 11 on Sat 2/9, and 0 on Sun 2/10. 'Whale Watching Cruise' has 1 booking on Mon 2/4, 4 on Tue 2/5, 2 on Wed 2/6, 0 on Thu 2/7, 0 on Fri 2/8, 1 on Sat 2/9, and 1 on Sun 2/10. 'Adventure Pass' has 0 bookings on Mon 2/4, 0 on Tue 2/5, 0 on Wed 2/6, 0 on Thu 2/7, 0 on Fri 2/8, 0 on Sat 2/9, and 0 on Sun 2/10. 'Gift Cards' has 2 bookings on Mon 2/4, 0 on Tue 2/5, 1 on Wed 2/6, 0 on Thu 2/7, 0 on Fri 2/8, 1 on Sat 2/9, and 1 on Sun 2/10. On the right side, there is a 'Live Tracker' showing recent bookings. The first entry is for Steve Warner (3 Adults, Paid) for an Adventure Tour on Wednesday, February 6th, 2019, at 2pm. The second entry is for Susie Reeves (1 Gift Card, Paid) for Gift Cards on Saturday, February 9th, 2019, at 2pm. The third entry is for Theresa Anderson (1 Gift Card, Paid) for Gift Cards on Wednesday, February 6th, 2019, at 12pm. The fourth entry is for Tyler Warner (3 Adults, Paid) for an Adventure Tour on Saturday, February 9th, 2019, at 2pm.

Process for Rebooking a customer

Rebooking a customer takes 2 clicks and all payment and other information collected will travel with the booking. An audit trail is also created to see which user rebooked a guest and if there were any modifications made to the booking. At the time of rebooking, or from the customer receipt page, a rebooking email can be sent with new trip details.

Step 1: Click Rebook

The screenshot displays the FareHarbor booking management interface. The main content area shows details for **Booking #49723**, created today at 3:26pm by Jess Smith. The booking is for an **Adventure Hike** on Monday, July 2nd, 2018, from 2pm to 5pm. The booking total is \$84.00, and payments are \$84.00, with a status of **Paid in Full**. The booking includes 2 adults checked in, each for \$40.00. The booking notes are none, and the affiliate is none. The booking extras include T&C: Yes and 'How did you hear about us?: Friend'. The 'Booking actions' panel on the right is expanded to show the **Rebook** button, which is highlighted with a red box. Other actions include 'Add or remove customers', 'Cancel booking', 'Set check-in for all customers', 'Save card to charge later', 'Refund', 'Send email or text', and 'Print'. The left sidebar shows a calendar for July 2018 with a red box around the '1pm Sightseeing Tour' on July 2nd, which is marked as 'Overbooked by 2'.

Step 2: Choose a New Time

The screenshot displays the FareHarbor booking interface. At the top, there's a navigation bar with 'Bookings', 'Manifest', 'Reports', 'Items', 'Settings', and 'Help'. Below that, a calendar for July 2018 is shown. The calendar cells contain activity cards for '9am Morning Lesson', '1pm Sightseeing Tour', '2pm Adventure Hike', and '6pm Luau Dinner'. A tooltip 'Rebook to here' is visible over the '6pm Luau Dinner' on Friday, July 13th. The sidebar on the left shows booking details for 'Diana Moore' and 'Luau Dinner'.

Group Sales Functions (including multiple payments, over/underpayment)

An unlimited number of payment types can be created and included in reports on FareHarbor. FareHarbor also actively tracks payments against booking totals. Amount paid and due or overpaid will always live reflect payments applied to a booking.

| Booking #49723 | | | | Booking #49723 | | | |
|-----------------------------------|----------|-------------|--|-----------------------------------|----------|---------|--|
| 12/5/17 @ 3:26pm by Jess Smith | | | | 12/5/17 @ 3:26pm by Jess Smith | | | |
| ● Adventure Hike | | | | ● Adventure Hike | | | |
| Monday, July 2nd 2018 @ 2pm - 5pm | | | | Monday, July 2nd 2018 @ 2pm - 5pm | | | |
| Booking total | Payments | Overpaid by | | Booking total | Payments | Due | |
| \$63.00 | \$84.00 | \$21.00 | | \$105.00 | \$84.00 | \$21.00 | |

Process for issuing refunds

Issuing refunds is an action covered by FareHarbor's permission structure. If an employee has the ability to issue a refund, the process involves locating the booking using search tools or by visiting a trip manifest, choosing "Refund," indicating which charge should be refunded, determining how much should be refunded (a partial or full amount—in the case of overpayment, we will default to the amount overpaid), indicating that an email should be sent notifying the party of a refund, and refunding the selected payments. Refunds are included in a booking's audit log

Booking #49723
Today @ 3:26pm by Jess Smith

Adventure Hike
Monday, July 2nd 2018 @ 2pm – 5pm

| Booking total | Payments |
|---------------|-----------------------------------|
| \$84.00 | \$84.00 Paid in Full |

Order: None + Start new order

Booking notes: None

Affiliate: None

1 Adult Checked in, 1 Adult No-show (2 total)

| Adult | \$40.00 |
|-----------------------------|---------|
| Checked in | \$40.00 |
| Level: Beginner (0-1 years) | |
| Adult | \$40.00 |
| No-show | \$40.00 |
| Level: Beginner (0-1 years) | |

Booking extras

T&C: Yes

How did you hear about us?: Friend

Comments:

Refund payments

Select: all, none

Charged Visa ending in 4242 12/5/17 by Jess Smith **\$84.00** [Details](#)

Don't refund Partial refund Full refund

Refund amount: \$ 42.00

Calculate refund amount
Calculation based on total of \$84.00.

Refund percent: 50 %

Unrefunded: \$ 42.00

Refund amount: \$42.00 Set

Process for issuing refunds

Issuing refunds is an action covered by FareHarbor's permission structure. If an employee has the ability to issue a refund, the process involves locating the booking using search tools or by visiting a trip manifest, choosing "Refund," indicating which charge should be refunded, determining how much should be refunded (a partial or full amount—in the case of overpayment, we will default to the amount overpaid), indicating that an email should be sent notifying the party of a refund, and refunding the selected payments. Refunds are included in a booking's audit log.

Booking #49723
Today @ 3:26pm by Jess Smith

Adventure Hike
Monday, July 2nd 2018 @ 2pm – 5pm

| Booking total | Payments |
|---------------|-----------------------------------|
| \$84.00 | \$84.00 Paid in Full |

Order: None + Start new order

Booking notes: None

Affiliate: None

1 Adult Checked in, 1 Adult No-show (2 total)

| Adult | \$40.00 |
|-----------------------------|---------|
| Checked in | \$40.00 |
| Level: Beginner (0-1 years) | |
| Adult | \$40.00 |
| No-show | \$40.00 |
| Level: Beginner (0-1 years) | |

Booking extras

T&C: Yes

How did you hear about us?: Friend

Comments:

Refund payments

Select: all, none

Charged Visa ending in 4242 12/5/17 by Jess Smith **\$84.00** [Details](#)

Don't refund Partial refund Full refund

Refund amount: \$ 42.00

Calculate refund amount
Calculation based on total of \$84.00.

Refund percent: 50 %

Unrefunded: \$ 42.00

Refund amount: \$42.00 Set

Back Office Management Platform: Part 3

Manifest Functionality

The Manifest is a central, customizable place to view important information for each day. Examples of how to use the manifest include: quickly check in guests (or view check-in status for an activity that already happened), review all bookings for the day and make notes or changes as needed, view an overall summary of a customer's reservation. Individual manifests have the ability to display/hide different columns as well as filter down to specific tours, availabilities, as well as inventory use. Tasks such as crew assignment and mass emailing are accessible from the Manifest as well.

| Friday, February 1st 2019 | | | | | | | | | | Availabilities | | 3 Items | | Today | | | | | | | |
|--|----------------------------|------------------------|----------------|------------|------------|--------|----------------------------------|--|--|--|--|--|--|-----------------------------------|--|---------------------------------|--|--------------------|--|-----------|--|
| Manifest: All Tours | | | | | | | | | | Filter | | Group | | Settings | | | | | | | |
| Adventure Tour at 2pm - 3pm — Fully booked | | | | | | | | | | <input type="checkbox"/> Online closed | | <input checked="" type="checkbox"/> 2 booked <input type="checkbox"/> 33 available | | <input type="checkbox"/> 0 blocks | | <input type="checkbox"/> 1 crew | | Actions & Settings | | Print all | |
| Crew name | | | | | Role | | | | | Note | | | | | | | | | | | |
| Isabela Ricci | | | | | Driver | | | | | | | | | | | | | | | | |
| ID | Contact | 2 total | 2 checked in | Go-Pro | Pickup (0) | Due | Notes | | | | | | | | | | | | | | |
| #103123 | James Bush | 2 Adults | All checked in | | | \$0.00 | This Person is a licensed boater | | | | | | | | | | | | | | |
| Morning Lesson at 2pm - 4pm — Weather delay | | | | | | | | | | <input type="checkbox"/> Online closed | | <input checked="" type="checkbox"/> 7 booked <input type="checkbox"/> 2 available | | <input type="checkbox"/> 0 blocks | | <input type="checkbox"/> 2 crew | | Actions & Settings | | Print all | |
| Crew name | | | | | Role | | | | | Note | | | | | | | | | | | |
| Isabela Ricci | | | | | Guide | | | | | | | | | | | | | | | | |
| Ben Goodwin | | | | | Guide | | | | | | | | | | | | | | | | |
| ID | Contact | 7 total | 7 checked in | Pickup (0) | Due | Notes | | | | | | | | | | | | | | | |
| | 3 bookings | 2 Children 5 Adults | 7 checked in | | \$0.00 | | | | | | | | | | | | | | | | |
| #105022 | Jane Doe 55555555 | 1 Adult | All checked in | | \$0.00 | | | | | | | | | | | | | | | | |
| #104319 | Noah Parrish 5555555555 | 2 Adults, 2 Children | All checked in | | \$0.00 | | | | | | | | | | | | | | | | |
| #103858 | Sally Mohat | 2 Adults | All checked in | | \$0.00 | | | | | | | | | | | | | | | | |

[Communicating with Customers: Emails](#)

FareHarbor automates main email communication between operators and customers. All emails are customizable. Confirmation emails can be turned on to be sent to customers immediately upon booking (whether online, in person, or over the phone) and include all important booking details. Reminder emails can be sent out to remind customers of their upcoming booking and include all important booking details. Follow-up emails are sent to the customer after their experience, and encourage customers to review the company online, share their experience with friends, or follow the business on social media.

Confirmation email example:



(508) 934-9856 • John@example.com • fhadventure.com

Thanks for
booking with
us!

[View online »](#)

Mitch Smith
5555555555
mitch@example.com

\$81.98
PAID CASH

Booking #105363

Adventure Tour

Sunday, February 3 2019 @ 4:00pm - 5:00pm

2 Adults

Add to your calendar:

 [Google Calendar](#)

 [Apple Calendar](#)

 [Yahoo Calendar](#)

 [Outlook Calendar](#)

Next Step: Sign Your Waiver

Please have all participants complete the online waiver prior to arrival. It's quick and easy! This email can be forwarded so other participants you have paid for can also sign.

[Sign Adventure Tour >](#)

Don't forget to bring your camera and sunscreen! Please also see the map below for directions:

Please arrive 15 minutes early!

[Click the map to open in Google Maps](#)



Directions

- From the north, take Lake Shore Drive (US 41) to the Grand Avenue exit.
- From the northwest, take the Kennedy Expressway (I-90/94) to the Ohio Street Exit, south on Orleans to Illinois Street and proceed east.
- From the west, take the Eisenhower Expressway (I-290) to Columbus Drive, north to Illinois Street and proceed east.
- From the southwest, take the Stevenson Expressway (I-55) to Lake Shore Drive (US 41), north to Illinois

Street and proceed east.

- From the south, take the Dan Ryan Expressway (I-90/94) east to the Stevenson Expressway (I-55) to Lake Shore Drive (US 41), north to Illinois Street and proceed east.
- From the southeast, take Lake Shore Drive (US 41) north to the Illinois Street exit.

Details

| | |
|-------------------------------------|---------|
| Adult: \$40.99 x 2 | \$81.98 |
| Total | \$81.98 |
| Paid to FareHarbor Adventure | \$81.98 |

Cancellations:

Customers will receive a full refund or credit with 24 hours notice of cancellation. Customers will also receive a full refund or credit in case of operator cancellation due to weather or other unforeseen circumstances. Contact us by phone to cancel or inquire about a cancellation. No-shows will be charged the full price.

About this email: You are receiving this email because you provided us with your email address for updates. You can [unsubscribe](#) from all future emails.

FareHarbor Adventure

(508) 934-9856

John@example.com

fhadventure.com

All prices in US dollars

Reservations and payments powered by FareHarbor

Back Office Management Platform: Part 4

[Access Control & Ticketing](#)

Ticket Printing

FareHarbor supports BOCA ticket printing and mobile ticket scanning. Printing specifications can be modified to match current ticket design, including QR code, logo, and additional information.

Capacity Management

Capacity can be managed per trip type, per day, per time, and per customer type. Capacity is defined for a set of trips during setup, but can be modified for an individual trip or a specific range based on trip start time, days of week, or current capacity.

Availability Calendar

When Morning Lesson can be booked

⚙️ Update availabilities

◇
Create availability starting on 4/11/18 ▾

General

Time & Length

Time range

Starting at Hours

Ending at 11:15am

[+ Add another start time](#)

Repeating

Repeating

S M T W Th F S

End on

Total capacity

Customer Types

Customer Types

Choose which customer types should be added to this availability:

Select: [all](#), [none](#)

Show customer type IDs

Adult Surf

Per-booking minimum:

Per-booking maximum:

Per-availability capacity:

Child Surf

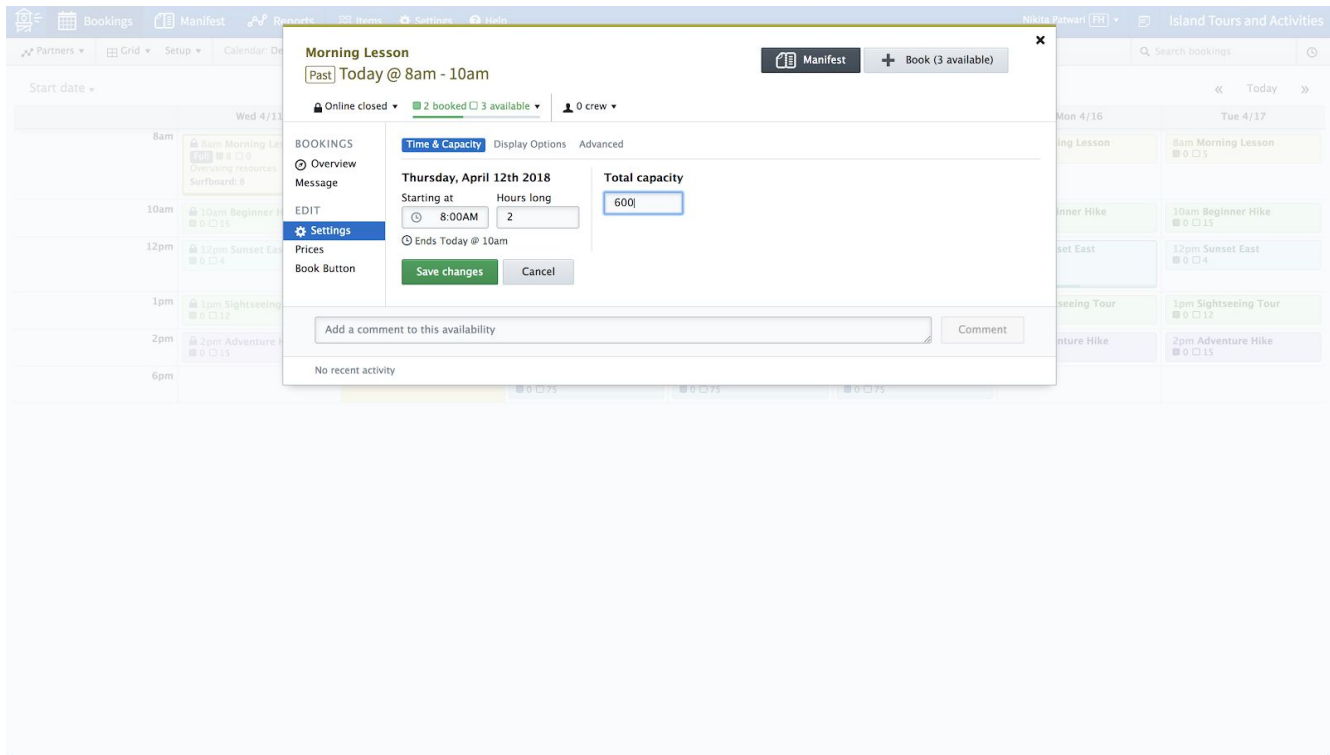
Per-booking minimum:

Per-booking maximum:

Per-availability capacity:

Advanced

Headline



Mobile Ticketing

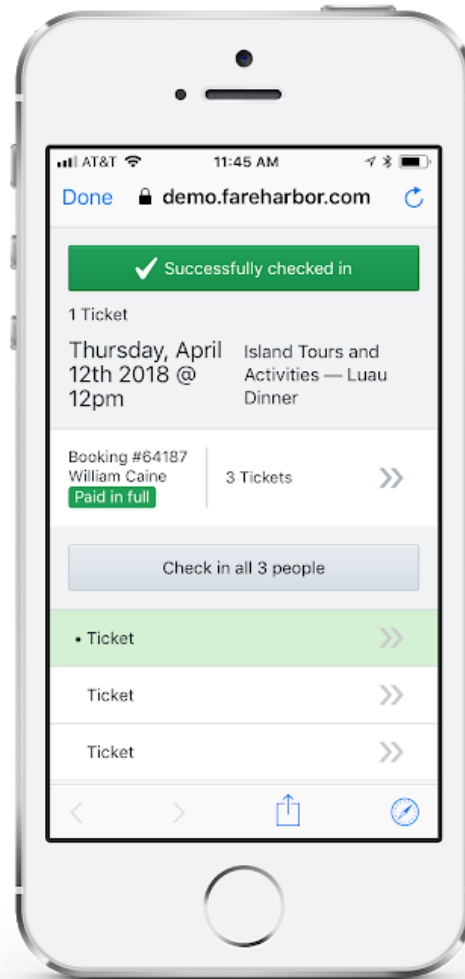
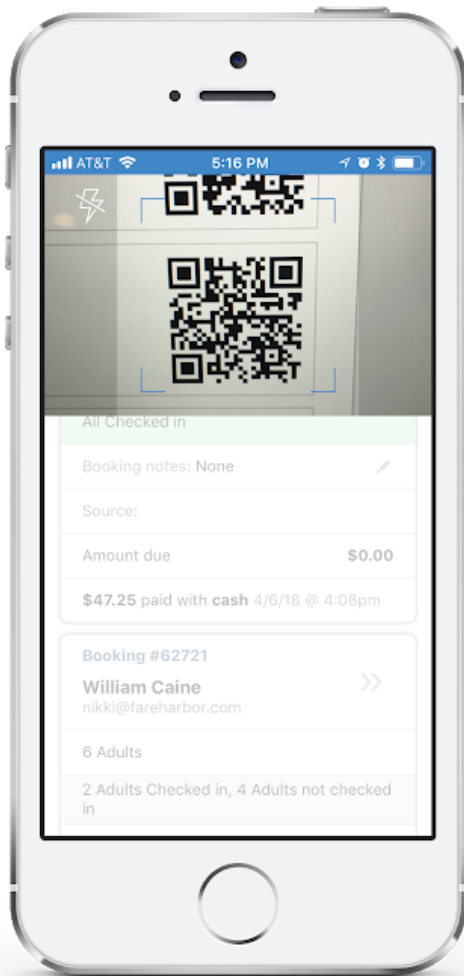
FareHarbor currently offers mobile ticketing via QR codes. Customers receive a QR code for their tickets at the time of reservation. Reminder emails also include QR codes. QR codes are issued per ticketed customer.

Check-in & Ticket Scanning

Current users of FareHarbor use a single scan to kill a ticket. After a ticket is scanned, it is marked as checked in on the manifest and on the mobile scanner. If a scanner operator scans a ticket that has been previously scanned, they receive a notification that a ticket has already been used. Ticket scanning rules can be applied to limit ticket scanning to a specified time period before an activity start time.

Check-in status language can be edited based on the operation. The ticket once scanned can automatically change their status to “redeemed” if that makes more sense for reporting and operational processes.

[Left image: mobile ticket scanning, right image: mobile ticket check-in]



Guest Manifests

The guest manifest view is customizable via field selection. Additionally, the manifest totals the number of guests, number of checked in guests, revenue per ticket type, and other fields collected during the booking process.

The screenshot displays the 'Booking #49723' manifest for an 'Adventure Hike' on Monday, July 2nd, 2018, at 2pm - 5pm. The booking total is \$84.00, and the payment status is 'Paid in Full'. The manifest shows two adult tickets: one checked in and one no-show, each priced at \$40.00. A 'Refund payments' modal is open, showing a 'Charged Visa ending in 4242' for \$84.00. The refund amount is set to \$42.00, with a 'Calculate refund amount' dialog box showing a 50% refund rate, resulting in an unrefunded amount of \$42.00 and a total refund amount of \$42.00.

Back Office Management Platform: Part 5

Reporting Functionality

Basic Reporting

FareHarbor provides a variety of reports to help you run your business. Find descriptions of each type below, or click on a report name to learn more.

Payouts and Refunds: View deposits FareHarbor has made to your bank account, broken out by payments, refunds, transfers, and adjustments.

Invoices: If you get bookings from affiliates, this report lets you create invoices for affiliate payments. An affiliate is any person/company that sells or refers customers to a tour provider's activities.

Contacts: Generate a list of primary contacts from all of your bookings within a given date range.

Advanced Reporting

Advanced reports are grouped into several categories based on the information they provide: Sales, Bookings, Customers, Custom Field Answers, and Expenses and Discounts. Under each category, you can create a report from scratch or choose from one of the suggested or saved reports.

Sales

Sales by User: A summary of transactions, broken down by the user who created the transaction

Sales by Availability: A summary of transactions grouped by availability then payment type.

Sales by item: A summary of transactions broken down by item (activity).

Revenue by Type: A summary of transactions grouped by accrual states, then payment type, then item

Bookings

Gather important insights about your bookings, such as which items or sources generate the most revenue.

Bookings by Item: Summary of bookings grouped by item. All reporting is customizable to meet the needs of the operator. This report is just *one* way to view Polar Express sales. As seen below, the report shows each ticket sale, excluding refunded tickets.

| Item | Bookings | | | | | | |
|----------------|------------|--------------------|----------|----------|---------|----------|------------|
| | Booking ID | Availability | # of Pax | Subtotal | Tax | Total | Total Paid |
| Adventure Pass | #104010 | 1/25/19 | 1 | \$200.00 | \$15.55 | \$215.55 | \$215.55 |
| Adventure Tour | #99939 | 1/3/19 @ 4pm – 5pm | 2 | \$81.98 | \$0.00 | \$81.98 | \$81.98 |
| | #99924 | 1/3/19 @ 4pm – 5pm | 4 | \$163.96 | \$0.00 | \$163.96 | \$163.96 |
| | #100048 | 1/4/19 @ 2pm – 3pm | 1 | \$40.99 | \$0.00 | \$40.99 | \$0.00 |
| | #100077 | 1/4/19 @ 4pm – 5pm | 8 | \$279.95 | \$0.00 | \$279.95 | \$279.95 |
| | #99900 | 1/4/19 @ 4pm – 5pm | 5 | \$204.95 | \$0.00 | \$204.95 | \$204.95 |
| | #99930 | 1/4/19 @ 6pm – 7pm | 4 | \$141.98 | \$0.00 | \$141.98 | \$141.98 |
| | #99925 | 1/4/19 @ 6pm – 7pm | 5 | \$156.98 | \$0.00 | \$156.98 | \$156.98 |
| | #99917 | 1/4/19 @ 6pm – 7pm | 2 | \$81.98 | \$0.00 | \$81.98 | \$81.98 |
| | #99896 | 1/4/19 @ 6pm – 7pm | 8 | \$279.95 | \$0.00 | \$279.95 | \$279.95 |
| | #100097 | 1/5/19 @ 2pm – 3pm | 2 | \$81.98 | \$0.00 | \$81.98 | \$81.98 |
| | #100083 | 1/5/19 @ 2pm – 3pm | 4 | \$173.96 | \$0.00 | \$173.96 | \$173.96 |
| | #99942 | 1/5/19 @ 2pm – 3pm | 6 | \$245.94 | \$0.00 | \$245.94 | \$245.94 |
| | #100072 | 1/5/19 @ 4pm – 5pm | 5 | \$254.95 | \$0.00 | \$254.95 | \$254.95 |
| | #100085 | 1/5/19 @ 6pm – 7pm | 4 | \$163.96 | \$0.00 | \$163.96 | \$163.96 |

Customers

Report on customer types that are booked in a given date range. This can help determine which customer types are booked most often, how much revenue is generated from each, and more.

Customer Types: Summary of customer data, broken down by customer type, then by item.

Custom Field Answers

Analyze custom field answers to gather information about your customers and activities. For example, find out which promo codes were used most often in a certain timeframe, how many customers heard about your business through Yelp, or what your most popular photo package was, etc.

Customer Security

[PCI Compliance](#)

Payments collected through FareHarbor are processed by Stripe, a PCI Level 1-certified and TLS 1.2 compliant provider backed by both Visa and American Express. FareHarbor is PCI certified as well, meaning we are compliant with the PCI Data Security Standards endorsed by Visa, MasterCard, AMEX, Discover, and JCB. No sensitive cardholder data is stored in FareHarbor. Payments through Stripe are tokenized: the cardholders' information is replaced with a series of randomly-generated numbers (a "token") which can then be passed through FareHarbor without the actual details being exposed.

Call Center

[Cost, Operation, Permissions](#)

[Costs](#)

Use of our Call Center is one of the many services we don't charge our clients for.

[Hours of Operation](#)

The Call Center operates 24/7, 365 days a year.

[Location](#)

Philippines

[Who?](#)

All Call Center reps are screened, interviewed, and hired by FareHarbor. Every rep is an english speaker, and is trained on the software.

[Permission and Access](#)

Call Center reps cannot login to your Dashboard, meaning they cannot rebook, resend emails, or cancel bookings. They are strictly taking online bookings and answering FAQs.

Additional Information

The service must allow 24/7 administrative access to the full module.

- Yes

Must be able to process credit cards from foreign countries

- Yes

Module must work on mobile devices such as cell phones and tablets.

- Yes, both the front end checkout (customer facing) and backend access (client facing) are fully functional across all devices.

The service should be able to reskin the ticket page to look like the VTC's newly planned website, including main navigation, header, fonts, and footer.

- Yes

Must have dedicated links to each type of ticket with which VTC's marketing team can link.

- Yes, FareHarbor also has the ability to track Google Analytics through the entire checkout so that VTC's Marketing team will have access to "bounce rates" along each step of the checkout, as well as customer behaviour and activity within the book form.

Project Experience: Must provide 3 professional references and associated contact information.

- Due to FareHarbor policy and timelines, references can be provided upon further request.

Must have the ability to track ticket purchases via Google Tag Management placement.

- Yes, as mentioned above, FareHarbor offers full Google Analytics and Ecommerce integration between your website and customers booking online. Google Ecommerce allows you to automatically track sales sources and conversion metrics with Google Analytics along every step of the checkout.

Respondents are expected to train V&T Railway staff on their system and be available to answer questions and offer assistance after hours.

- Yes, FareHarbor offers free trainings to all operators and their staff. FareHarbor offers support 24/7, 365 days a year. Additionally V&T Railway will have their own Account Manager that acts as their direct contact for: SEO audits, conversion optimization, analytics tracking, SSL hosting, and custom website building. There is no extra associated cost with any additional trainings or use of support.

Live Clients

Listed below you will find three of our current live operators. Click through their check out process to see FareHarbor in action.

[Napa Valley Wine Train](#)

[Conway Scenic Railroad](#)

[Strasburg Railroad](#)



FAREHARBOR

February 15, 2018

FareHarbor B.V.

<https://fareharbor.com>

US Headquarters

575 Logan Street

Denver, CO 80203

Section I - Cost Proposal

FareHarbor offers all operators a credit card processing rate of 1.9% + .30c per transaction. This is a flat rate for all credit card types (Visa/Mastercard/American Express, Debit/Credit, Local/International, etc.). FareHarbor initiates a next day direct deposits with the credit card processing rate already covered (i.e. FareHarbor initiates a deposit from any money processed today, tomorrow morning with the credit card processing already paid). If there are any full refunds, FareHarbor will cover the credit card processing and the client will only be responsible for what was deposited into their account. The customer will receive a 100% refund. There are no additional fees paid by the operator (no monthly, startup, cancellation, or maintenance fees).

Operators are not required to sign a contract and can terminate their partnership with FareHarbor at any time at no cost to the operator.

Operators are given access to FareHarbor's 24/7 Support Team at no cost to the operator. FareHarbor also provides access to our 24/7 customer facing call center.

Online direct bookings made through FareHarbor's platform shall incur a 6% convenience fee on top of the existing ticket price. This fee is paid by the online customer directly to FareHarbor. This fee applies to front end sales only, and does not apply to reservations made by the operator in the backend office. Reservations made in the backend office (walk ups, phone calls, 3rd party online affiliates) are not subject to the 6% convenience fee. There are no extra fees or charges for backend office bookings.