

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

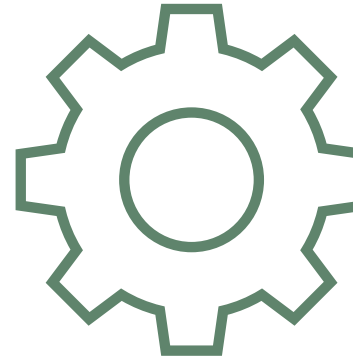
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
APRIL 26, 2023



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## March & April...

- General tickets on sale
- Tahoe Health Auxiliary train
- Mark Twain Days trains
- Launched general season trains
- Shuttle in VC
- Email and phone correspondence with interested groups and customers

## The Polar Express

- Finalized 2023 PEX schedule
- Ordered all amenities (non-retail) items

## Up Next...

- Mother's Day trains
  - New V&T Flower Bar
  - VIP Table and Private Room Options





# GENERAL SEASON TRAINS

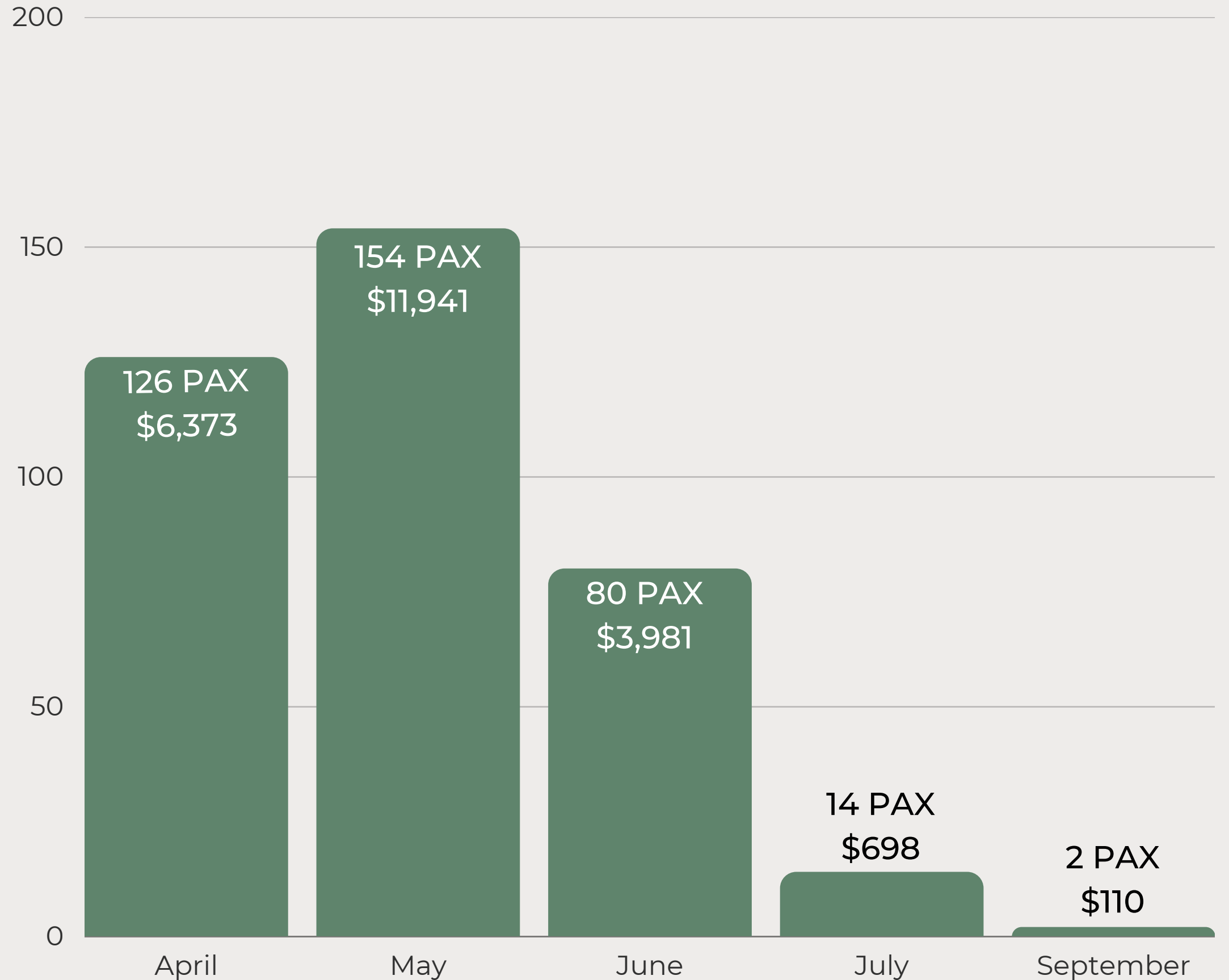
## RIDERSHIP & REVENUE

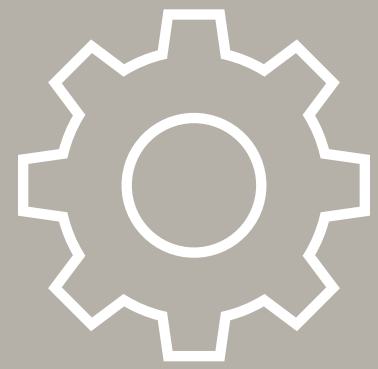
376 General Season Riders  
\$23,103 Total Total General Revenue

2 Private Charters  
\$15,500 Total Charter Revenue

vs. this time last year...

457 General Season Riders  
\$22,917 Total General Revenue





# ASSETS



## March & April...

- Inventory and pack away remaining PEX retail merchandise, sound equipment, production items
- Clear out depot
- Set up for General Season
- Deep clean and power washing the Depot

## Up Next...

- Water system inside Depot "kitchen"
- 2 Exterior plugs not working



# BOARD RELATIONS



## March & April...

- Accounts payable
- Commission meetings
- Budget tracking
- Contract Log tracking
- Reconciled bank statements
- Finalized VTRR contract
- Coordinated Rail Bike Operations RFP process
- Put together tentative FY 2024 Budget
- Continued coordination with Roy Street for Drako property

## Up Next...

- Accounts payable
- Commission meetings
- Rail Bike Operations RFP
- General Operations RFP
- Draft Records Retention policy
- Organize digital and physical files
- Take action on gift card/credits policy



# MARKETING



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

## General

- Redesigned Mother's Day campaign
- Continued nonprofit and partner donations

## Public Relations

- Interview on KOLO
- Media Visit - Northern Nevada Moms

Get mom a memorable experience with her family aboard V&T Railway's Mother's Day Trains



## Email Marketing



Completed Campaign • Apr 4

0323 - Trains - 2023 Opening Announcement

15542 Recipients

Open Rate .....	51.2%	Total Clicks .....	1085
Clicks Per Unique Open .....	8.8%	Orders .....	0
Successful Deliveries .....	15354	Average Order Revenue .....	\$0.00
Total Opens .....	12221	Total Revenue .....	\$0.00





# MARKETING



## Media Buy

V&T Railway April - June 2023 Rev 3.29.23																			
OFFLINE MEDIA	NOTES	Avg Cost Per Flight/Month	Avg Impressions Per Flight/Month	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19	MEDIA	COMMISSION	TOTAL	
<b>Outdoor</b>	High Traffic Surface Streets																		
10x22 Poster Panels	4 units Reno/Sparks. Poster prod included.	\$ 2,941	800k - 1m / monthly				4/17 - 5/14			5/15 - 6/11						\$ 5,000.00	\$ 882.35	\$ 5,882.35	
																<b>Outdoor Total</b>	<b>\$ 5,000.00</b>	<b>\$ 882.35</b>	<b>\$ 5,882.35</b>
<b>Television</b>	deit																		
AM News, Evening News, Weekend News, Jeopardy, etc. Station(s) TBD	Toast & General Season (:05/:10 spots)	\$ 2,000	250,000							1	1	1	1	1		\$ 8,500.00	\$ 1,500.00	\$ 10,000.00	
	Mother's Day May (:05/:10 spots)	\$ 2,000	250,000			1	1	1								\$ 5,100.00	\$ 900.00	\$ 6,000.00	
																<b>Television Total</b>	<b>\$ 13,600.00</b>	<b>\$ 2,400.00</b>	<b>\$ 16,000.00</b>
<b>Radio</b>																			
Reno Media Group Power Impact Package	9 stations, 14 spots/wk p/station. 126 total spots/wk. 204,400imps/wk	Avg Cost Per Flight/Week	Estimated Campaign Impressions	4/3	4/10	4/17	4/24	5/1	5/8	5/15	5/22	5/29	6/5	6/12	6/19				
	Toast & General Season (:15 script)	\$ 1,134	817,600							1	1	1	1			\$ 3,855.60	\$ 680.40	\$ 4,536.00	
	Mother's Day May (:15 script)	\$ 1,134	613,200			1	1	1								\$ 2,891.70	\$ 510.30	\$ 3,402.00	
																<b>Radio Total</b>	<b>\$ 6,747.30</b>	<b>\$ 1,190.70</b>	<b>\$ 7,938.00</b>
<b>Digital</b>	Demo: Adults 40+, Affluent	Avg Cost Per Flight/Month	Estimated Campaign Impressions	April 1-30			May 1-31					June 1-25							
Search	Always On	\$ 400	325,203													\$ 1,200.00	\$ 211.76	\$ 1,411.76	
Retargeting	Always On - Display	\$ 75	60,976													\$ 225.00	\$ 39.71	\$ 264.71	
<b>Social Media</b>	FB/Insta Display Ads	Avg Cost Per Flight/Week	Estimated Campaign Impressions	April 1-30			May 1-31					June 1-25							
	Toast of the Canyon	\$ 200	85,000							1	1	1				\$ 510.00	\$ 90.00	\$ 600.00	
	Mother's Day (5/1 - 5/13)	\$ 200	85,000			1	1	1								\$ 510.00	\$ 90.00	\$ 600.00	
	General Season	\$ 200	85,000										1	1	1	\$ 510.00	\$ 90.00	\$ 600.00	
<b>Display</b>	Programmatic Display			April 1-30			May 1-31					June 1-25							
	Toast of the Canyon	\$ 200	138,211							1	1	1				\$ 510.00	\$ 90.00	\$ 600.00	
	Mother's Day (5/1 - 5/13)	\$ 200	138,211			1	1	1								\$ 510.00	\$ 90.00	\$ 600.00	
	General Season	\$ 200	138,211										1	1	1	\$ 510.00	\$ 90.00	\$ 600.00	
																<b>\$ 4,485.00</b>	<b>\$ 791.47</b>	<b>\$ 5,276.47</b>	
																<b>MEDIA TOTAL</b>	<b>\$ 29,832.30</b>	<b>\$ 2,864.52</b>	<b>\$ 35,096.82</b>





# MARKETING



## Media Buy - Search & Retargeting 3 Week numbers

### Search

- **465 clicks with a 17.90% CTR**
- **2,598 impressions**
- **People are searching for “Virginia City Train” and “VT railway”**

### Retargeting

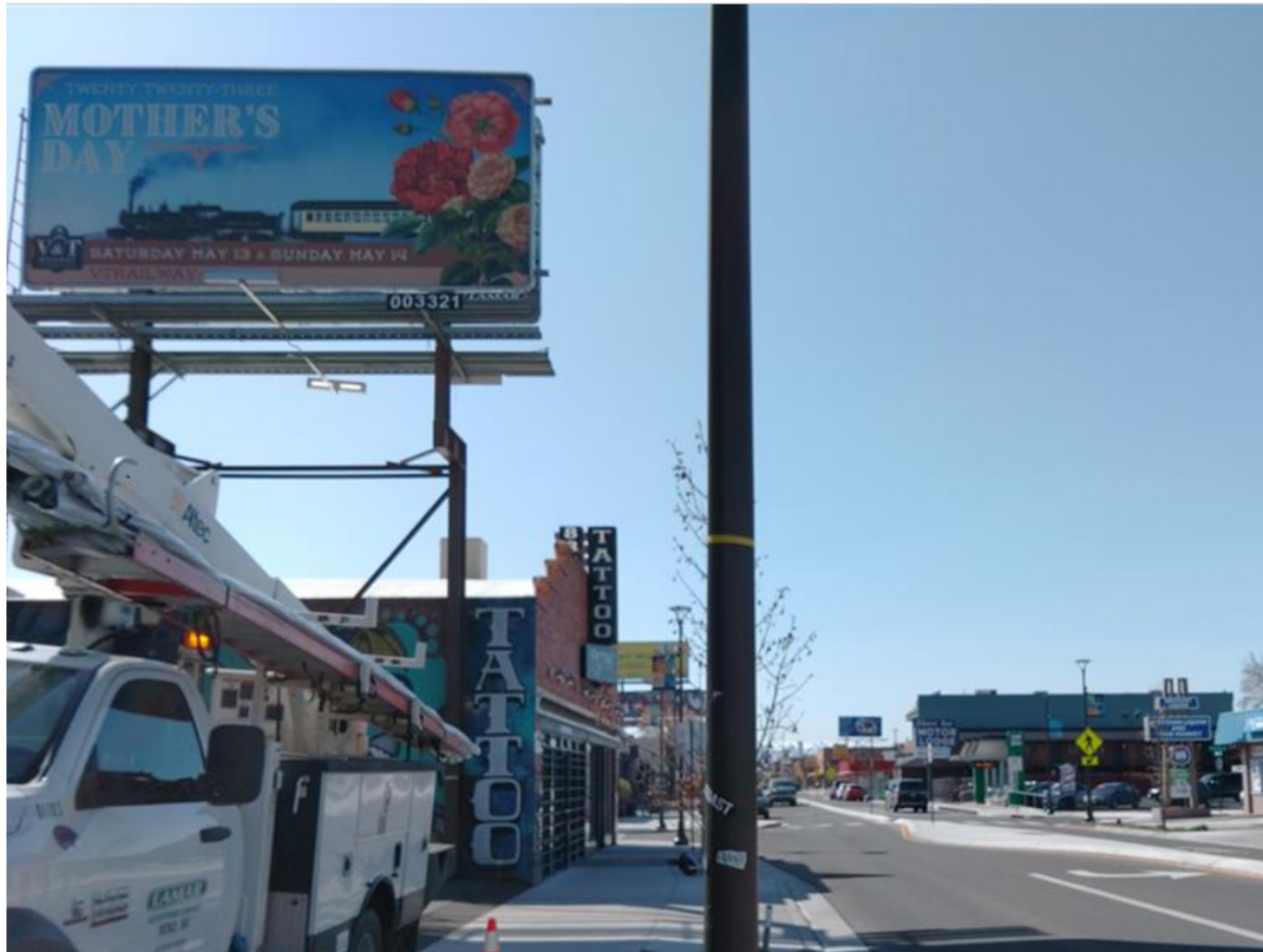
- **6 clicks with a 0.15% CTR - CTR is doing well**
- **4,124 impressions**



# MARKETING



## Media Buy - Outdoor



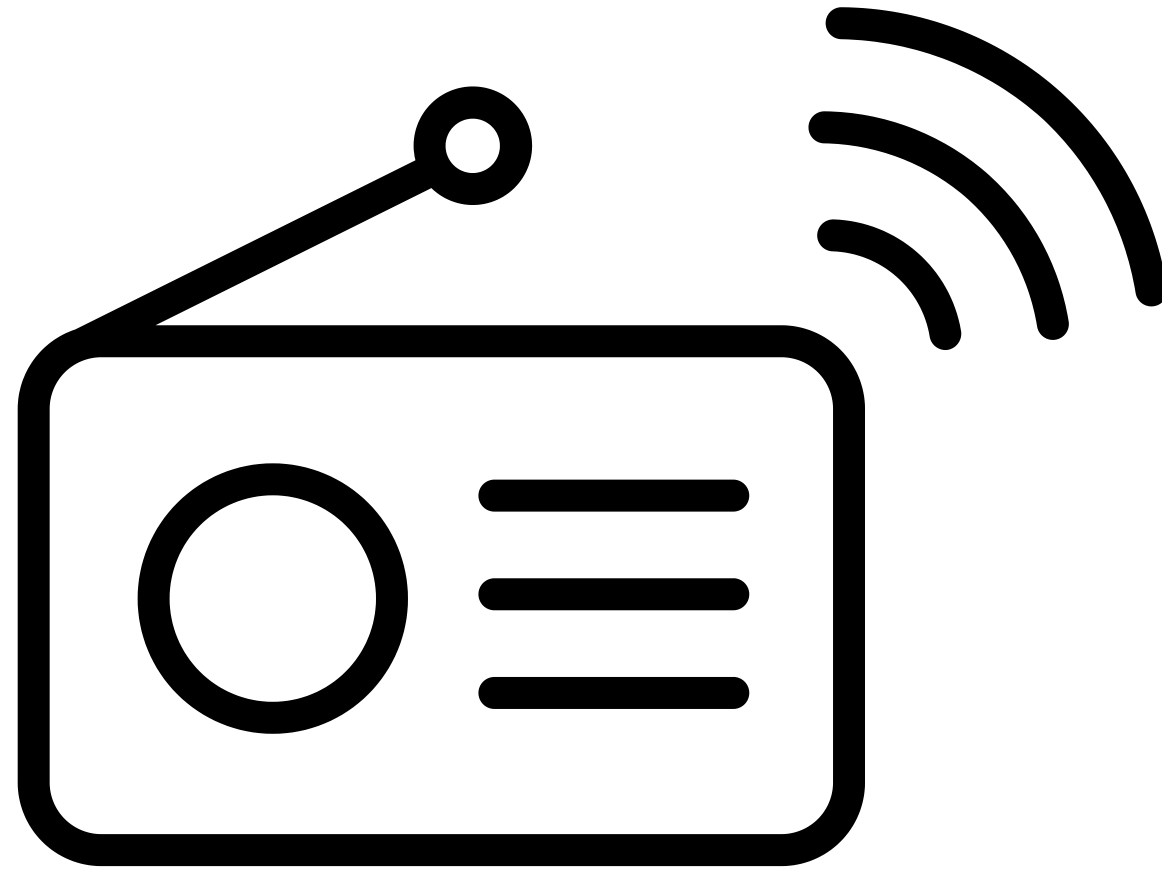
V&T RAILWAY COMMISSION



# MARKETING



## Media Buy - Radio

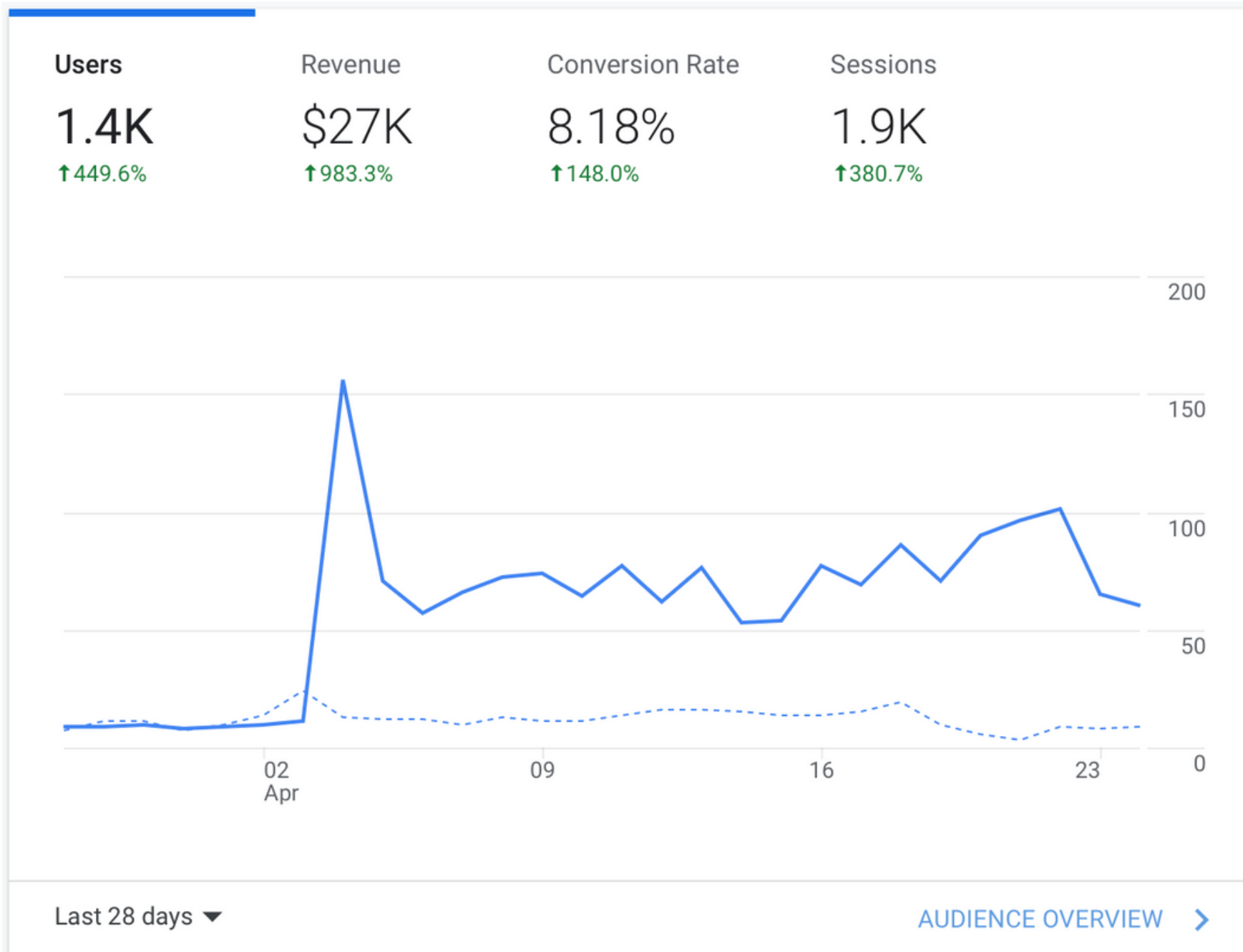




# MARKETING



## Website 28 Day Overview



City	Users	% Users
1. Reno	76	13.43%
2. (not set)	73	12.90%
3. Sacramento	52	9.19%
4. Carson City	35	6.18%
5. San Francisco	22	3.89%
6. Sparks	18	3.18%
7. Fernley	14	2.47%
8. Gardnerville Ranchos	13	2.30%
9. Los Angeles	9	1.59%
10. San Jose	9	1.59%

QUESTIONS?

