

VIRGINIA & TRUCKEE RAILWAY
COMMISSION MEETING

OPERATIONS UPDATE

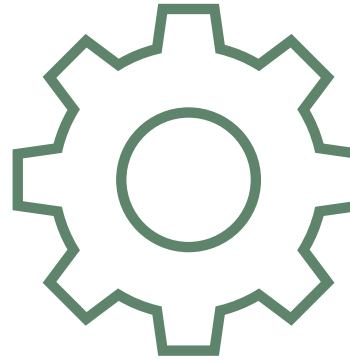
PRESENTED BY ALLYSON BOLTON
ATYPICAL CONSULTING AND EVENTS
JANUARY 25, 2023



OUTLINE



Operations



Assets



Board Relations



Marketing



OPERATIONS

November & December...

The Polar Express

- Hired and trained staff
- Decorated trains
- Sound system installed on trains
- Received, inventoried, barcoded retail merchandise
- Set up retail store
- Cleaned out and decorated depot
- Final production rehearsals
- Visit from Daniel with Rail Events
- Vendor management
- Customer service - phone and emails
- Ran the Polar Express!

Up Next...

The Polar Express

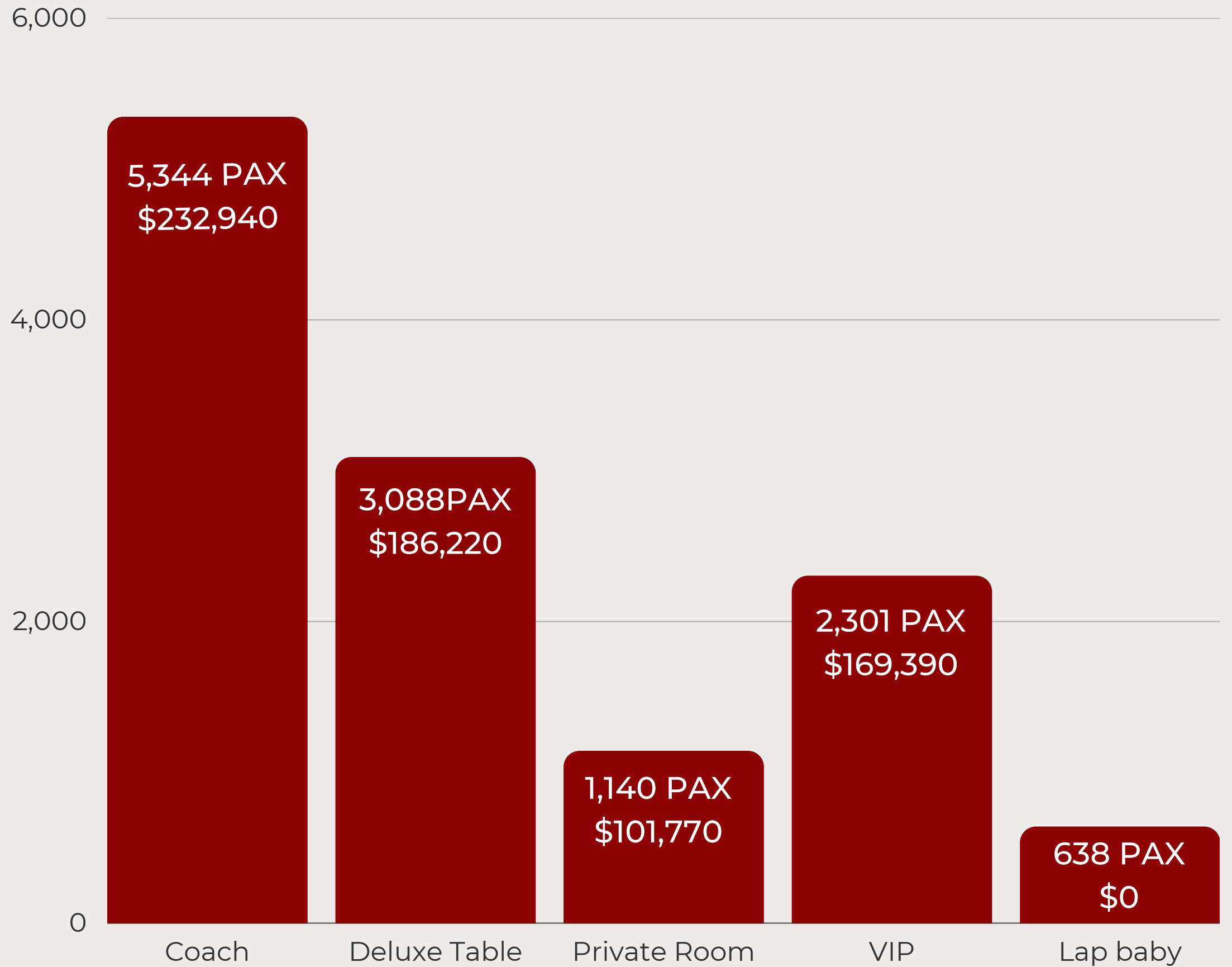
- Royalty document for Rail Events
- Inventory and pack away remaining retail merchandise, sound equipment, production items
- Clear out depot
- Reconcile revenue



THE POLAR EXPRESS TRAIN RIDE

RIDERSHIP & REVENUE

12,511 Riders
\$690,300 Total Revenue





V&T Railway Commission

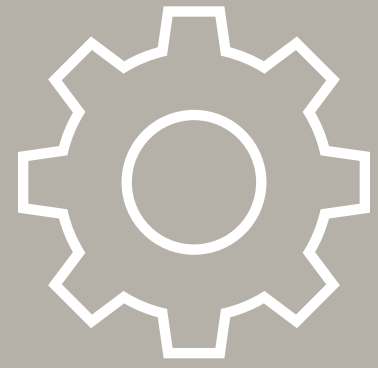
PEX Budget

2022

	GROSS REVENUE		GROSS EXPENSES		NET REVENUE	
2022	\$	789,776.90	\$	677,127.95	\$	112,648.95
2021	\$	680,273.54	\$	560,933.04	\$	119,340.50
2019	\$	760,663.52	\$	544,805.83	\$	215,857.69

REVENUE			Submitted Budget 2022	Actual 2022 as of 1/24	Actual 2021	Actual 2019	Notes
	Ticket Sales		\$ 614,100.00	\$ 571,570.00	\$ 489,242.51	\$ 700,908.43	
	Historic Fees		\$ -	\$ 118,730.00	\$ 103,330.00		
	Parking		\$ 24,500.00	\$ 30,820.00	\$ 37,747.00		
	Sponsorships		\$ -	\$ -	\$ -	\$ -	
	Photography		\$ 6,700.00	\$ 8,418.90	\$ 6,879.17	\$ 7,845.30	
	Merchandise		\$ 42,500.00	\$ 60,238.00	\$ 43,074.86	\$ 51,909.79	
GROSS REVENUE			\$ 687,800.00	\$ 789,776.90	\$ 680,273.54	\$ 760,663.52	
EXPENSES			Submitted Budget 2022	Actual 2022 as of 1/24	Actual 2021	Actual 2019	
GL	Category	Detail					
51021-232	Casual Labor - PEX		\$ 57,800.00	\$ 79,045.00	\$ 67,086.27	\$ -	
53013-232	Travel Expense		\$ 2,500.00	\$ 2,933.72	\$ -	\$ -	
53022-232	Utilities - PEX		\$ -	\$ 444.80	\$ 896.17	\$ -	
53016-232	Train Service - PEX		\$ 139,200.00	\$ 133,500.00	\$ 123,500.00	\$ -	
53024-232	Operating Supplies - PEX		\$ -				
53032-232	Credit Card Fees - PEX		\$ 21,500.00	\$ 15,630.44	\$ 11,852.23	\$ -	
53051-232	Security - PEX		\$ 2,500.00	\$ 2,700.00	\$ 2,375.00	\$ -	
53060-232	Special Events	Other	\$ -	\$ 5,675.08	\$ 40,773.77	\$ -	
53060-232	Special Events	Decorations	\$ 10,000.00	\$ 14,209.15	\$ 5,702.58	\$ -	
53060-232	Special Events	Music Royalties	\$ 1,000.00	\$ 996.45	\$ 686.41	\$ -	
53060-232	Special Events	Cookies/Hot Cocoa	\$ 8,700.00	\$ 11,371.03	\$ 8,766.24	\$ -	
53060-232	Special Events	Productions Services Operating Supplies	\$ 7,000.00	\$ 6,678.43	\$ 6,970.29	\$ -	
53060-232	Special Events	Event Give-Aways	\$ 24,000.00	\$ 33,514.85	\$ 26,523.19	\$ -	

53061-232	Merchandise Expense (COGS Polar Express merchandise		\$	30,000.00	\$	38,868.76	\$	19,329.08	\$	-
53070-232	Professional Services	PEX Planning	\$	-	\$	87,706.80	\$	61,069.00	\$	-
53070-232	Professional Services	PEX Production Services	\$	34,000.00	\$	30,000.00	\$	24,885.00	\$	-
53070-232	Professional Services	PEX North Pole Set-up, tear-down, decorations	\$	40,000.00	\$	45,000.00	\$	40,000.00	\$	-
53305-232	Polar Express Royalties	Ticket Sales	\$	184,500.00	\$	164,612.00	\$	117,281.43	\$	-
53305-232	Polar Express Royalties	Photos	\$	1,000.00	\$	4,209.45	\$	3,196.38	\$	-
53601-232	Advertising Promotions	PEX Marketing	\$	40,000.00	\$	31.99	\$	40.00	\$	-
	GROSS EXPENSES		\$	603,700.00	\$	677,127.95	\$	560,933.04	\$	\$544,805.83
	NET REV		\$	84,100.00	\$	112,648.95	\$	\$119,340.50	\$	215,857.69



ASSETS



November & December...

- Cleaned out blue hanger
- Moved PEX green room

Up Next...

- Storage inventory



BOARD RELATIONS



November & December...

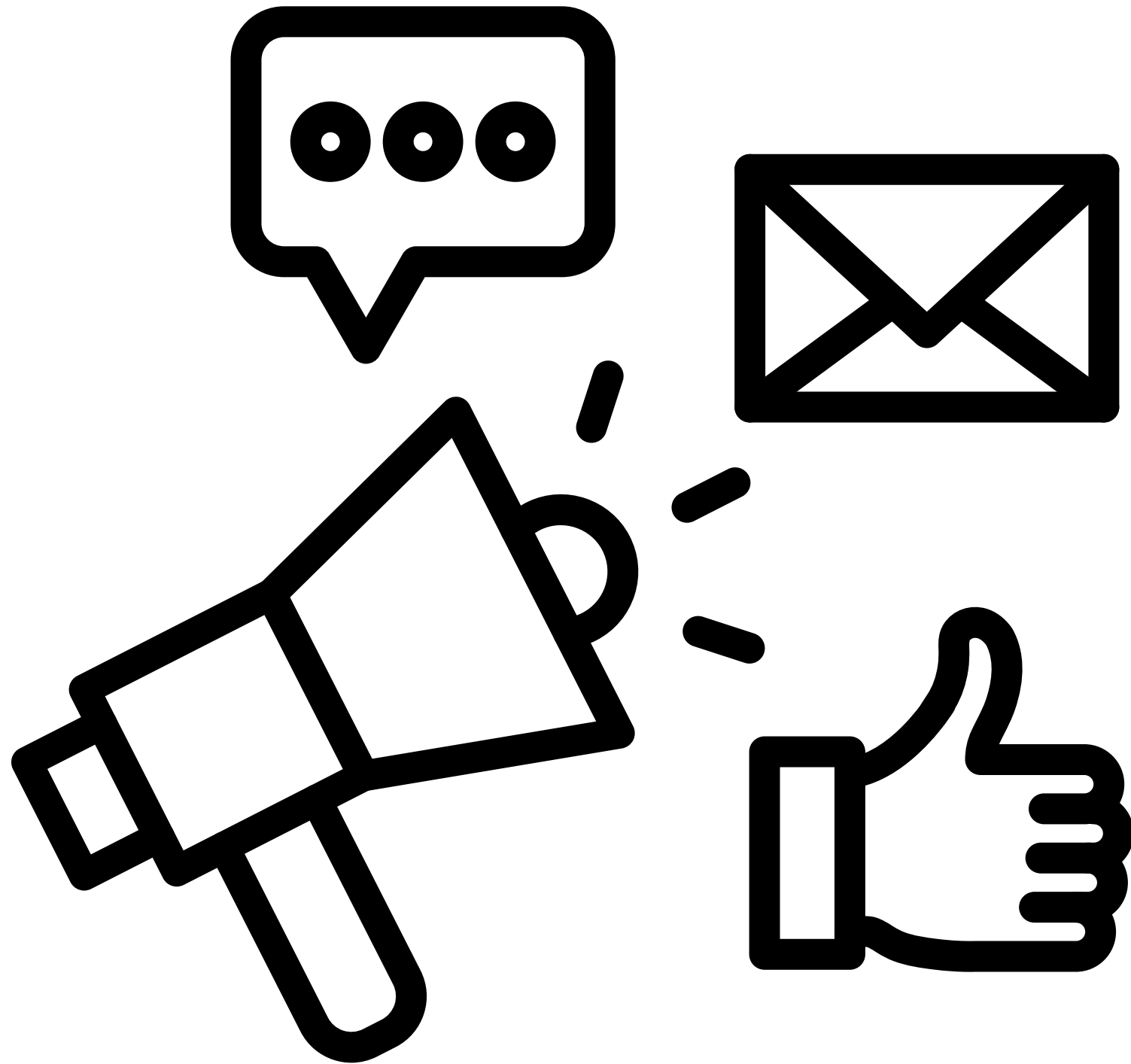
- Accounts payable
- Commission meetings
- Continued work on VTRR contract
- Continued coordination with Roy Street for Drako property
- Coordinate with Freedom Rail
- Assisted with audit

Up Next...

- Accounts payable
- Commission meetings
- Continue conversations with VTRR
- Draft Records Retention policy
- Organize digital and physical files
- Take action on gift card/credits policy



MARKETING



QUESTIONS?

