

VIRGINIA & TRUCKEE RAILWAY  
COMMISSION MEETING

# OPERATIONS UPDATE

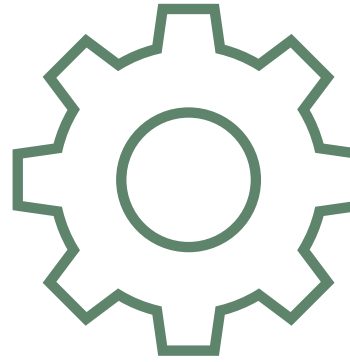
PRESENTED BY ALLYSON BOLTON  
ATYPICAL CONSULTING AND EVENTS  
OCTOBER 26, 2022



# OUTLINE



Operations



Assets



Board Relations



Marketing



# OPERATIONS

## September & October...

- Running general season trains
- Continued vendor coordination
- Customer service - email & phone
- Corporate group event

## Up Next...

## The Polar Express

- Cast auditions, orientation, rehearsals & costuming
- Completed script and music score
- Secured and met with North Pole vendor
- Permanent sound system installed at Depot
- Purchased POS equipment
- Confirmed external vendors

## The Polar Express

- Solicit sponsorships
- Secure North Pole Manager
- Hire Depot staff
- Receive deliveries - merchandise, cookies
- Preparation for media night
- Install sound system on train
- Visits from Rail Events staff for assistance
- Begin cleaning out Depot and decorating

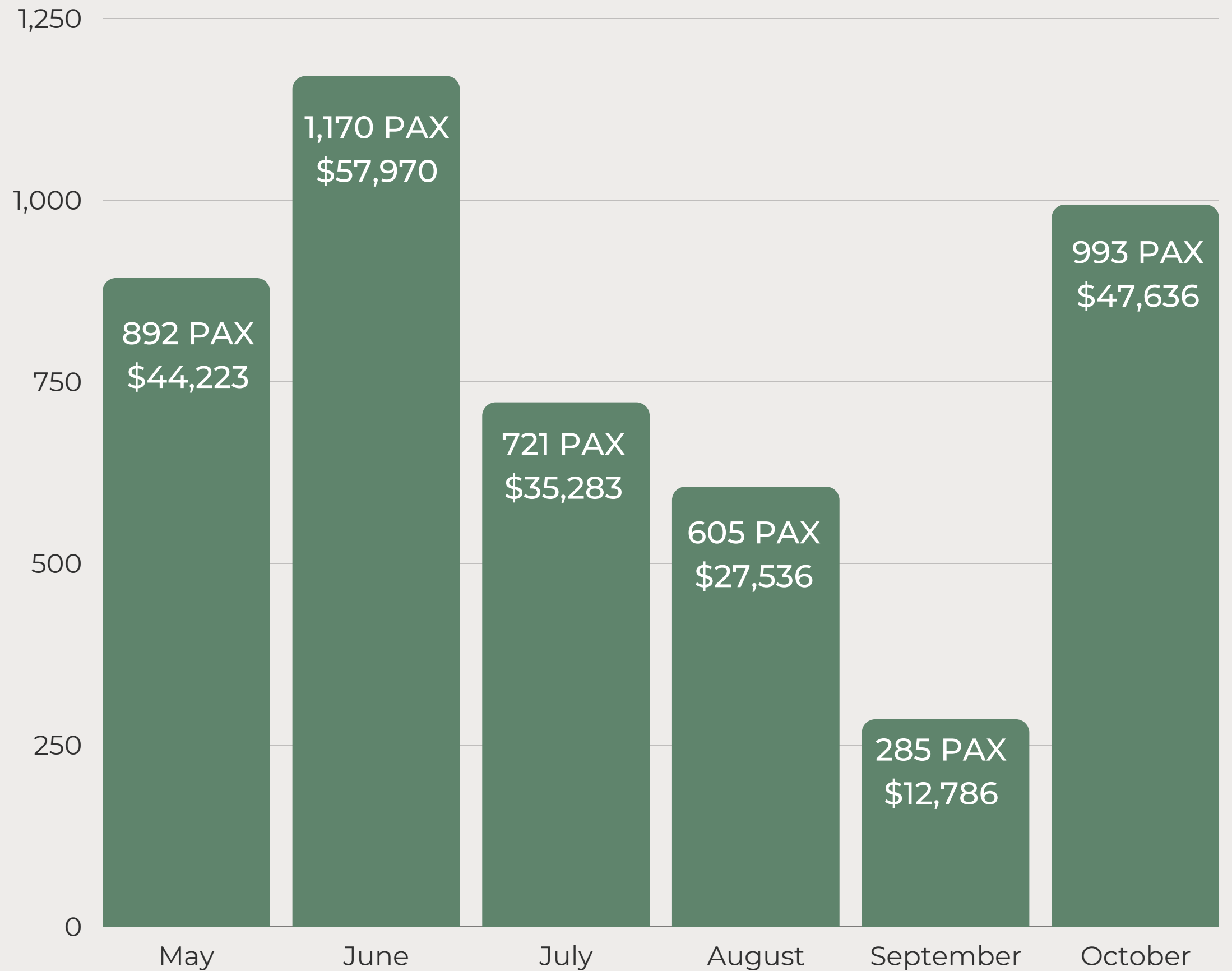


# GENERAL SEASON TRAINS

## RIDERSHIP & REVENUE

4,660 General Season Riders  
\$225,434 Total Gross Revenue

3 Private Charters  
\$25,500 Total Charter Revenue





## GENERAL SEASON RECAP

15 Running Weekends

63 Availabilities

4,660 Total PAX Count

6,300 Total PAX Capacity

**75% Sold of Total PAX Capacity**

\$225,434 Total Gross Revenue

\$346,500 Total Revenue Capacity

**65% Sold of Revenue Capacity**

3 Private Charters

\$25,500 Total Charter Revenue

\$210,750.00 General Season VTRR Expenses

*(operating cost only. noninclusive of repair, oil, gas surcharges, etc)*

**\$40,184 Net Position**

V1:55 PM Railway Commission  
2022 General Season Recap

Weekends	Availability	Gross		# of Pax
1	5/7/22 @ 10am - 4:30pm	\$6,513.00		120
	5/8/22 @ 10am - 4:30pm	\$10,889.00		210
2	5/21/22 @ 10am - 4:30pm	\$6,280.00		127
	5/21/22 @ 10am - 11:30am	\$74.00		2
	5/22/22 @ 10am - 4:30pm	\$3,094.00		59
3	5/28/22 @ 10am - 4:30pm	\$9,138.00		187
	5/28/22 @ 10am - 11:30am	\$148.00		4
	5/28/22 @ 3pm - 4:30pm	\$111.00		4
	5/29/22 @ 10am - 4:30pm	\$7,569.00		166
	5/29/22 @ 10am - 11:30am	\$407.00		13
4	6/4/22 @ 10am - 4:30pm	\$9,191.00		181
	6/4/22 @ 10am - 11:30am	\$370.00		10
	6/5/22 @ 10am - 4:30pm	\$6,922.00		133
	6/5/22 @ 10am - 11:30am	\$185.00		5
5	6/18/22 @ 10am - 4:30pm	\$9,325.00		190
	6/18/22 @ 10am - 11:30am	\$925.00		25
	6/18/22 @ 3pm - 4:30pm	\$222.00		6
	6/19/22 @ 10am - 4:30pm	\$10,393.00		206
	6/19/22 @ 10am - 11:30am	\$148.00		5
6	6/19/22 @ 3pm - 4:30pm	\$148.00		4
	6/25/22 @ 10am - 4:30pm	\$10,718.00		214
	6/26/22 @ 10am - 4:30pm	\$9,016.00		180
	6/26/22 @ 10am - 11:30am	\$333.00		9
7	6/26/22 @ 3pm - 4:30pm	\$74.00		2
	7/23/22 @ 10am - 4:30pm	\$10,004.00		201
	7/23/22 @ 10am - 11:30am	\$370.00		10
	7/23/22 @ 3pm - 4:30pm	\$185.00		5
	7/24/22 @ 10am - 4:30pm	\$7,717.00		157
8	7/24/22 @ 10am - 11:30am	\$111.00		3
	7/30/22 @ 10am - 4:30pm	\$8,861.00		172
	7/30/22 @ 10am - 11:30am	\$555.00		15
	7/30/22 @ 3pm - 4:30pm	\$111.00		3
	7/31/22 @ 10am - 4:30pm	\$7,295.00		147
9	7/31/22 @ 10am - 11:30am	\$74.00		2
	8/6/22 @ 10am - 4:30pm	\$5,497.00		112
	8/6/22 @ 10am - 11:30am	\$629.00		17
	8/7/22 @ 10am - 4:30pm	\$6,832.00		135
	8/7/22 @ 10am - 11:30am	\$185.00		5
10	8/7/22 @ 3pm - 4:30pm	\$74.00		2
	8/27/22 @ 10am - 4:30pm	\$8,103.00		160
	8/27/22 @ 10am - 11:30am	\$407.00		11
11	8/28/22 @ 10am - 4:30pm	\$5,809.00		111
	9/17/22 @ 10am - 4:30pm	\$7,080.00		154
	9/18/22 @ 10am - 4:30pm	\$5,422.00		120
12	9/18/22 @ 10am - 11:30am	\$284.00		11
	10/1/22 @ 10am - 4:30pm	\$8,404.00		170
	10/2/22 @ 10am - 4:30pm	\$2,977.00		58
13	10/2/22 @ 3pm - 4:30pm	\$37.00		1
	10/8/22 @ 10am - 4:30pm	\$7,644.00		157
	10/8/22 @ 10am - 11:30am	\$186.00		8
	10/9/22 @ 10am - 4:30pm	\$5,243.00		110
14	10/9/22 @ 10am - 11:30am	\$370.00		10
	10/15/22 @ 10am - 4:30pm	\$6,284.00		122
	10/15/22 @ 10am - 11:30am	\$444.00		12
	10/16/22 @ 10am - 4:30pm	\$3,866.00		78
15	10/16/22 @ 10am - 11:30am	\$296.00		9
	10/22/22 @ 10am - 4:30pm	\$6,686.00		141
	10/22/22 @ 10am - 11:30am	\$370.00		10

V1:55 PM Railway Commission  
2022 General Season Recap

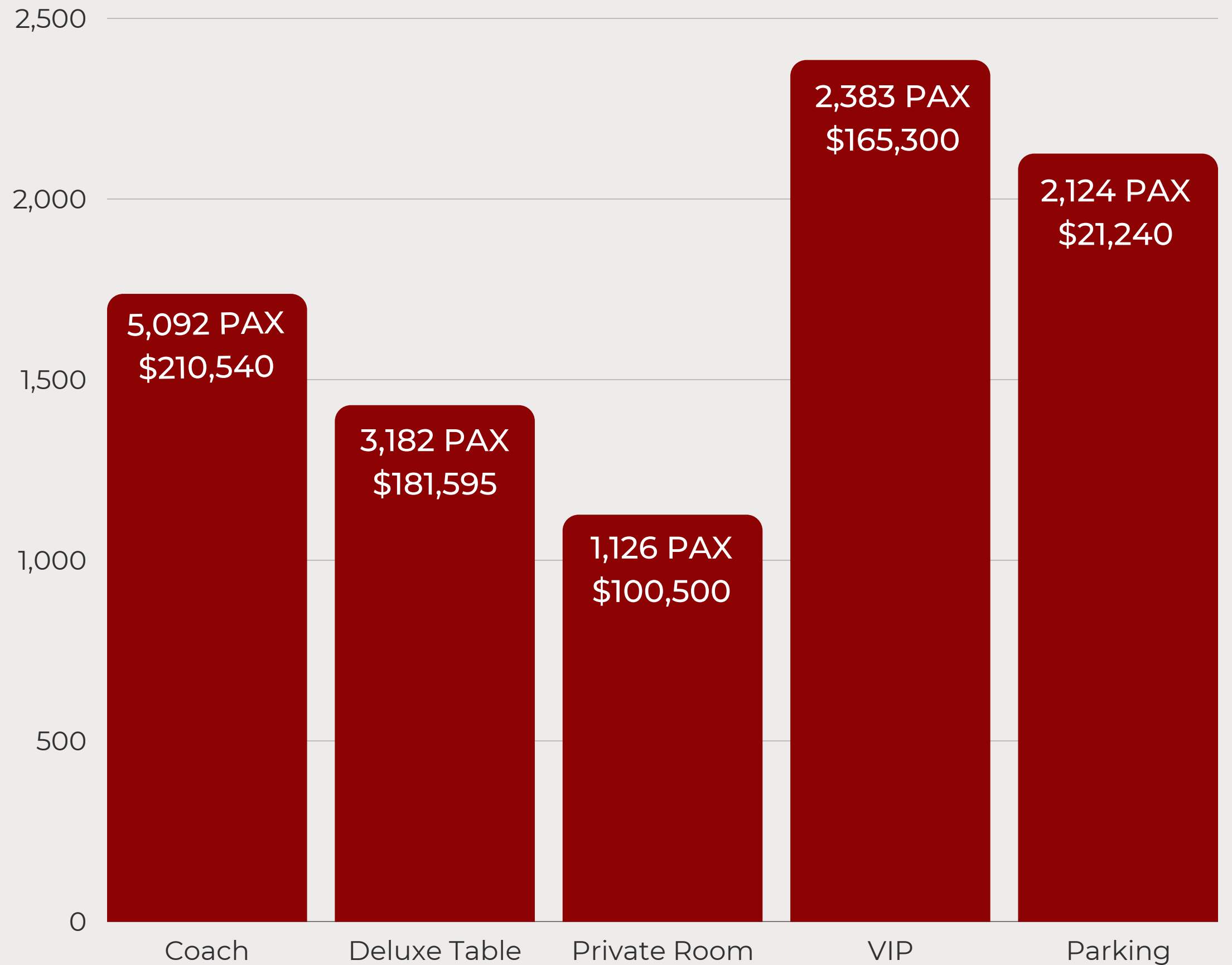
Weekends	Availability	Gross		# of Pax
	10/23/22 @ 10am - 4:30pm	\$4,508.00		95
	10/23/22 @ 10am - 11:30am	\$247.00		10
	10/23/22 @ 3pm - 4:30pm	\$74.00		2
	<b>63 availabilities</b>	<b>\$225,434.00</b>	<b>Total Goss Revenue</b>	<b>4660 Total PAX Count</b>
	<b>15 Weekends</b>	<b>\$346,500.00</b>	<b>Total Revenue Capacity</b>	<b>6300 Total PAX Capacity</b>
		<b>65% Sold of Revenue Capacity</b>		<b>74% Sold of Total PAX Capacity</b>
		<b>\$25,500.00</b>	<b>Private Charter Revenue</b>	
		<b>\$210,750.00</b>	<b>VTRR General Season Expenses</b>	
		<b>\$40,184.00</b>	<b>Net Position</b>	



# THE POLAR EXPRESS TRAIN RIDE

## RIDERSHIP & REVENUE

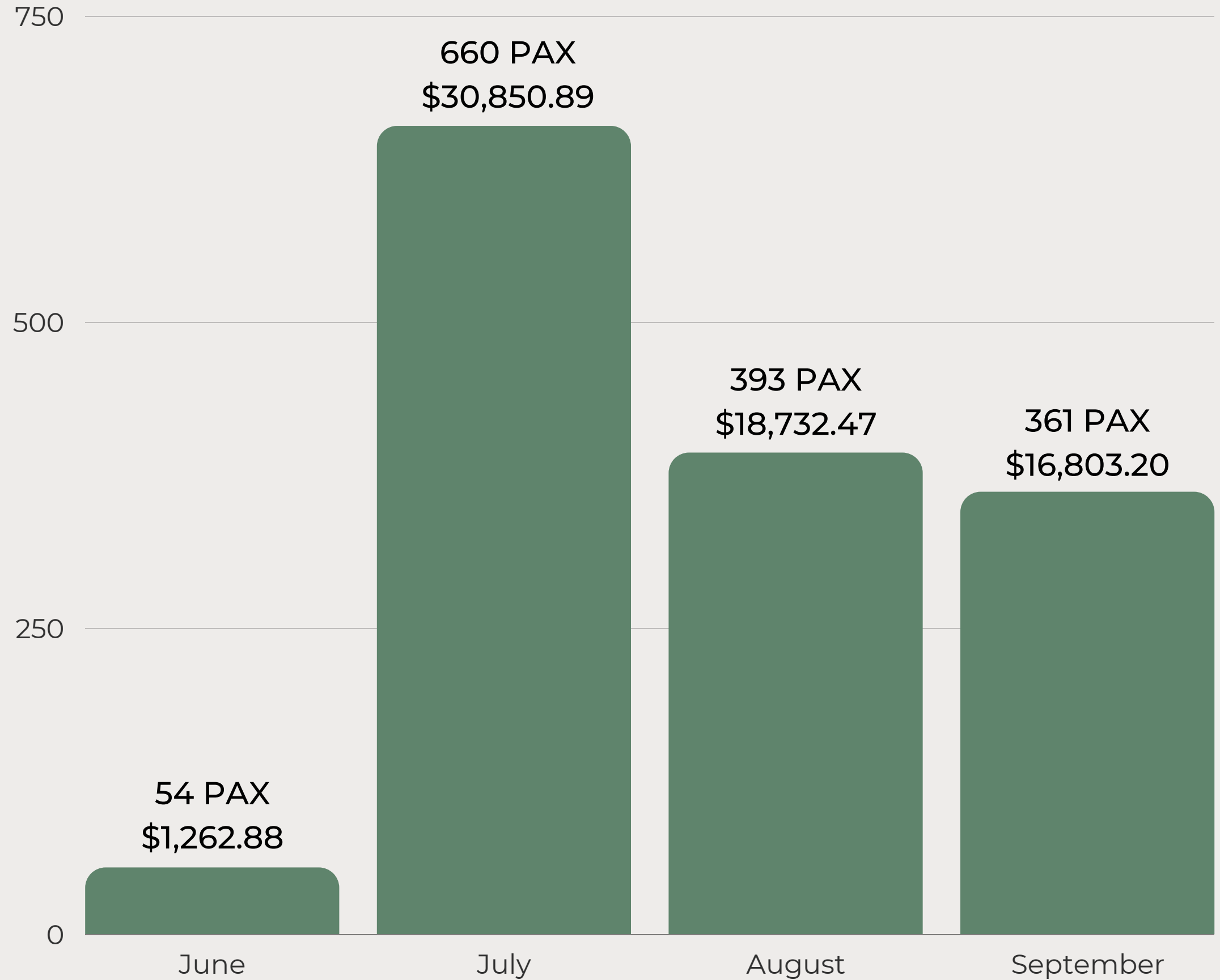
11,783 Riders  
96% Sold Out  
\$679,175 Total Revenue

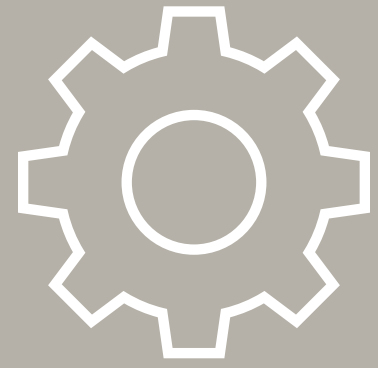






# RAIL BIKES





# ASSETS



## September & October...

- Completion of electrical work

## Up Next...

- Have plumber out to the Depot
- Storage inventory
- Clean out the blue hanger



# BOARD RELATIONS



## September & October...

- Accounts payable
- Commission meetings
- Continued contract negotiations with VTRR
- Continued coordination with Roy Street for Drako property
- North Pole Construction & Maintenance Contractor
- Assisted with audit
- Drafted Records Retention policy
- Worked with Mihaela on gift cards/credits next steps

## Up Next...

- Accounts payable
- Commission meetings
- Continue conversations with VTRR
- Organize digital and physical files



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



- 16,875 page "Likes"
- 31 new "Likes"
- 1,900 page reach



- 2,745 followers
- 40 new followers
- 107 accounts reached



# MARKETING



## Website

Last 28 Days

Users

4.6K

↑38.6%

Revenue

\$122K

↓8.5%

Conversion Rate

14.08%

↓18.1%

Sessions

6.4K

↑32.2%

Sessions by device



Mobile  
76.4%  
↑34.9%

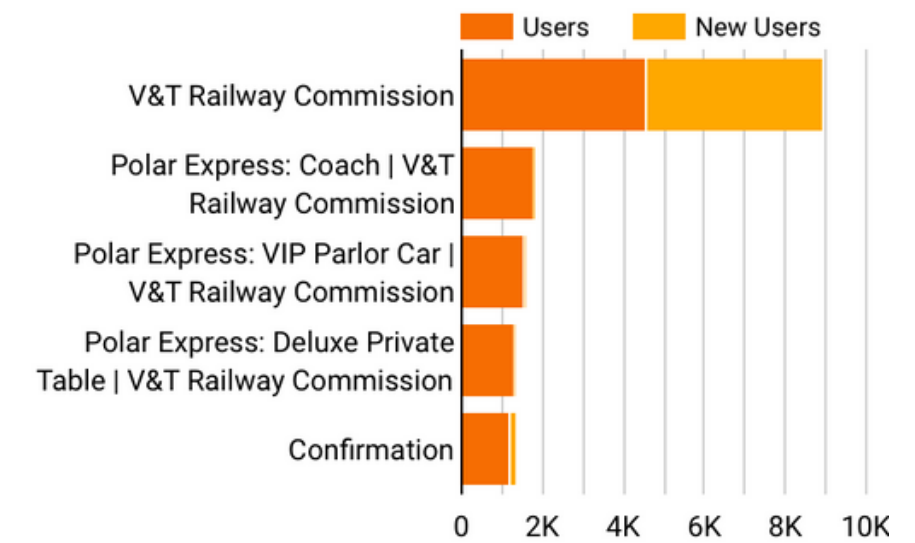


Desktop  
22.1%  
↑28.5%



Tablet  
1.6%  
↓13.8%

Most popular pages with title breakdown



Page Title	Pageviews
1. V&T Railway Commissi...	12,362
2. Confirmation	9,117
3. Polar Express: Coach   ...	7,637
4. Polar Express: VIP Parl...	7,225
5. Polar Express: Deluxe P...	6,149
6. Carson City to Virginia ...	3,195
7. Polar Express: VIP Priv...	1,967
8. Polar Express: Parking  ...	522
9. Carson City to Virginia ...	371
10. Virginia City to Carson ...	237

City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	1,214 % of Total: 100.00% (1,214)	1,108 % of Total: 100.09% (1,107)	1,515 % of Total: 100.00% (1,515)
1. (not set)	453 (35.45%)	408 (36.82%)	574 (37.89%)
2. Reno	120 (9.39%)	99 (8.94%)	140 (9.24%)
3. Sacramento	56 (4.38%)	47 (4.24%)	65 (4.29%)
4. San Francisco	43 (3.36%)	32 (2.89%)	55 (3.63%)
5. Los Angeles	38 (2.97%)	30 (2.71%)	42 (2.77%)
6. Carson City	37 (2.90%)	31 (2.80%)	43 (2.84%)
7. Surrey	36 (2.82%)	25 (2.26%)	37 (2.44%)
8. Sparks	24 (1.88%)	18 (1.62%)	35 (2.31%)
9. Fergus Falls	19 (1.49%)	15 (1.35%)	19 (1.25%)
10. New York	18 (1.41%)	16 (1.44%)	20 (1.32%)

QUESTIONS?

