

2014 Santa Trains Performance Report

Director's Report/Event Report

Steve Habeck, FRRS Vice-President/Director

I believe I have the majority of data now on-hand to summarize how the FRRS did on the 2014 Santa Trains. Total income for the three days came to \$3188.90, while expenses I have listed came to \$1822.81, for a net income of \$1366.09, in addition to all the positive PR generated by our collection of non-perishable goods for EPCAN.

The income figure includes admission collected at the gate, donations collected at the gate, and donations collected from the donation boxes in the UP 105 and the *Silver Plate*. In addition to this would be the gift shop sales, which I don't have available. We also collected over 1150 pounds of goods at the gate for EPCAN, which came from vehicle tallies of over 100 each of the three nights (119, 107, and 111 if I recall correctly).

Expenses included advertising in the Reno paper (in their Thanksgiving weekend special section), and in the Feather Publishing group of papers (3 times), all of which totaled \$745.28; rental of the light plant for the parking lot, \$412.50; supplies from Ace Hardware for \$161.70, fuel for the generator and cabooses stoves, \$100, and \$403.33 in increased electrical costs (I used the bill from 10/15 to 11/14 as a baseline; the bill from 11/14 to 12/16, which included the first two Santa Trains, was \$272.56 higher, due almost exclusively to the extra usage for the Santa Trains; the bill from 12/16 to 1/15 was \$261.54 higher than the baseline, and included the third Santa Train, but also included a week of use of the large shop welder and the shop air compressor by Norm Comer for work on the 165. Because of this, I only added half the extra usage (\$130.77) into the Santa Trains costs, which is probably too high, but I have no better breakdown available.

Another reason that these events did well was the exceptional performance and drive exhibited by all the FRRS volunteers that worked for weeks in advance to ensure success. These events are very volunteer-intensive, and could not happen without the hours and hours put in by everyone in all phases of the project. I can't begin to thank everyone who came out to help, whether it be the tried-and-true "old heads", or especially all the new faces that helped put a new dynamic on this event.

With the success of the 2014 Santa Trains, I'm looking forward to doing it all over again on December 5th, 12th, and 19th, 2015, with the support of the FRRS Board. Look for a detailed article on the Santa Trains and our volunteers in an upcoming issue of the *Train Sheet* (I'm working on it, despite the health issues).