

FEATHER RIVER RAIL SOCIETY

DATE: June 2019
ITEM: Event Reports
FROM: Eugene Vicknair

WESTERN PACIFIC / PCR NMRA JOINT CONVENTION

We are winding down the convention efforts. Still receiving positive comments and feedback. In particular the Zephyrettes were a huge draw and inspiration.

Committee is finalizing funds allocation and what income is coming to FRRS based on membership attendance.

I have a full write up going in the next Train Sheet.

GRAEAGLE INDEPENDENCE DAY FESTIVAL

The event is Sunday, July 7 for the Day in the Park. I have put in a request to Matt Shuman to see if he can get a crew together to run an info / promo booth. Part of the promotion will be getting the word out about the WP Celebration event in August.

WESTERN PACIFIC CELEBRATION

Event held August 2-4 (Friday-Sunday)

Greg Elems and I have been working on plans for the August event and hope to start advertising soon. We are calling it the "Western Pacific Celebration" to avoid stepping on the Railroad Days brand. Goal is to maintain an event in August to keep people coming but not supercede Railroad Days when / if that restarts.

Below is a summary of current planning for the event.

Admission: Free

Hours: 10:00 AM – 5:00 PM

Rail Operations:

Motor Car Rides	We have requested Matt Shuman to conduct motor car rides
Fare:	\$10 per ride
Saturday:	10:00 AM – 11:00 AM

12:30 PM – 1:30 PM
3:30 PM – closing
Sunday: 10:00 AM – 11:00 AM
12:30 PM – 1:30 PM

Caboose Train Rides

Fare: standard fares - all day rides
Friday: 11:00 AM – 12:30 PM
1:30 PM – 3:30 PM
Saturday: 11:00 AM – 12:30 PM
1:30 PM – 3:30 PM
Sunday: 11:00 AM – 12:30 PM
1:30 PM – 3:00 PM

Cab Rides

- Single Cab Rides will be discounted to \$15 when purchased with Motor Car Ride and / or Caboose Train Day Pass

Guest Equipment:

- Santa Cruz Portland Cement steam locomotive 2
 - o Per day cost for operating SCPC 2 is \$500 plus fuel
 - o Cost for transport still being discussed
- Union Pacific Heritage Locomotive(s)

Operating Equipment (depending on availability)

- Greg and I have discussed locomotives to operate during the event, in rotation with SCPC steam locomotive 2
 - o WP SW1500 1503 (dependent on painting and radiator work)
 - o WP GP7 707 (dependent on new fuel injectors installed)
 - o WP SW1 501 (dependent on Seth's remaining work). 805A will trail only if it runs.
 - o WP FP7 805-A as trailer unit
 - o WP GP20 2001
 - o SP GP9 2873 (back up)

Food Vendors

- Hot Dog Cart
- Dessert / Candy Vendor (Treat Yourself)

Craft / Model Vendor Tables

- Offer tables at \$15-\$20 per table per day for event
- Vendor area would be located along track 2 outside
- Get vendor invites out within 1 week of Board Meeting
- Have table for FRRS membership and visitor information

Model Layouts:

- Two modular layouts being invited

- Live steam layout on dock

Historical Event:

- We are seeking a historical actor who performs James Beckwourth – possible extra fare event
- This could be combined with a special fare dinner in the Silver Plate on Saturday

Raffle:

- Prizes to include RAL certificate and items from local stores

Non-Rail Displays:

- Small engine display
- Historic automobile display

Walking tours:

- Eugene will conduct walking tours of the museum, 30-45 minute long
- Limited to 20 persons – sign up in Museum Store
- Times:
 - Friday: 1 PM, 3 PM
 - Saturday: 11 AM, 1 PM, 3 PM
 - Sunday: 11 AM, 1 PM

Equipment on special display:

- Charles O. Sweetwood – tours only
- SP rotary MW208 – with docent
- UP Heritage Locomotive(s) – with docent
- Pullman Troop Sleeper
- Silver Plate
- WP caboose 484 – tours only

Promotion:

- Work with Big Fish on promos
- Eugene and Big Fish to design a poster / graphics – in progress
- Promotion to start within 14 days of Board Meeting
 - o Webpage immediately
 - o Social media immediately
 - o Graeagle.com immediately
 - o Portola Reporter article soon announcing new event
 - o Radio PSAs as soon as possible
 - o Regional social media as soon as possible
 - o Regional event calendars as soon as possible
 - o eMail blasts as soon as possible
 - o Mailings to local service and community groups by end of June

- o Local papers in month leading to event
- o Reno radio / TV broadcasts in month leading to event
- o Reno paper in month leading to event
- o Deals and Wheels in month leading to event
- o Sacramento paper in month leading to event
- o Hot August Nights?
- o other?

Promotion Text:

- Join in the fun at the Western Pacific Celebration, August 2-4, 2019 at the Western Pacific Railroad Museum. Experience living history and special guests at the largest operating railroad museum in the Sierras. Model train layouts plus food and craft vendors will be on hand. Enjoy guided tours of the museum and get a chance to ride in the cab of a working railroad locomotive. Enter the prize raffle for a chance to win an opportunity to be an engineer for an hour. Other events to be announced soon. Open 10 AM to 5 PM Friday through Sunday, August 2-4.
- Radio blurb

Assistance:

Send out direct email requests to members for volunteers starting immediately
 Seek outside assistance on set up and operation of event from local groups and scouts

List of jobs to fill:

- Facility set up and Cleaning (10-14 on week / weekend before)
- Facility post event cleaning (10-14 on week / weekend following)
- Visitor guides (2-3)
- Car attendants (5-6)
- Ticket sales (2-3)
- Visitor information and membership promotion (2-3)
- Crossing guards (2-3)

Budget:

- We will need to approve a budget for SCPC locomotive 2 and for promotion
- Recommended budget \$5,000
- We can finalize budget request at July meeting as initial costs will be low and within current line items. Also, will give time to finalize SCPC 2 costs and sponsorship requests.

Sponsors:

- We will start seeking sponsors to help defray costs
- Look for SCPC 2 sponsor and overall main event sponsor (\$2,500 each)
- Other sponsor levels at \$100 and \$500