

FEATHER RIVER RAIL SOCIETY

DATE: August 2019
ITEM: Marketing Report
FROM: Eugene Vicknair

Patty has been posting regular items promoting the RAL program on various social media. Also, she has posted items on the WP Celebration in August and placed it on several Event Calendars and "Things to Do" websites. Big Fish also did several eBlasts about the Celebration and RALs.

Thanks to Janet Steeper, we received an eBlast about the WP Celebration from the Lost Sierra Chamber of Commerce.

Portola Reporter did an article ahead of the WP Celebration.

We are still looking into cost effective ways to expand our marketing to groups to generate more large group visits.

I have been discussing a way to expand our maintenance and advertising budget for RALs with Steve Habeck, Greg Elems and Patty Clawson. Doing some more research and hoping to report to the Board this fall.