

FEATHER RIVER RAIL SOCIETY

DATE: September 2019
ITEM: Marketing Report
FROM: Patty Clawson and Eugene Vicknair

PUMPKIN PATCH EXPRESS

1. Promotion and Donations

PSA for Pumpkin Train approved and sent to radio station

Pumpkin Train poster: edits made – sent for comments. No comments received, sent for print Friday.

We are on City Council agenda for Sept. 25 with Greg Elems to ask for \$\$ and help.

Additional letters requesting support:

- Made 10 copies and dropped off for City of Portola (agenda request) asking 2,202.40
- Cheeseburger Restaurants (Edna Bayliff & Loren Gartner) \$1,000.00
- Chalet View Lodge (Alex Hickman) \$500.00
- Plumas-Sierra Rural Electric Company (Bob Marshall) \$500.00
- Eastern Plumas Health Care (CEO Todd Plimpton) \$2,500.00 (mailed this letter last Friday)
- If everyone fills these requests it would total \$6,702.40

Please keep Patty and myself posted as the letters and donations come in.

2. Gunfighters

They are on board for the two Saturdays. They want to mingle and “play” in the pumpkin patch, they have a horse saddle they want to bring and set on a hay bale for kids to sit on. It will be very important that everyone works together in the pumpkin patch — they are doing this for FREE not the usual \$1,000 cost. We want them happy and help build the event for future events. Patty will get more details as the event nears. They plan to touch base with me.

3. Pumpkin Patch in Diesel Shop

We talked about putting little pumpkins and decorations in the diesel shop like we did that one year, this is great idea and looks super cute. Who is designated to manage that space and break down the hours of coverage so we can find and assign people?

4. General Event Help

So the Friday Night Kids are no longer; they are rebuilding this program. We have not had bites from anyone else. So here is what we suggest:

Eugene has made a sign up sheet with tasks and times. Will review with committee. Patty is going to pass that sign up around to city council members and general public asking for help.

5. Other marketing decisions:

We are looking at more social media, eblasts and maybe a postcard through the Chamber of Commerce.

SANTA TRAIN

We are also gearing up Santa Train advertising. Looking at Reno Gazette Journal ad plus Deals and Wheels and other outlets.

RUN A LOCOMOTIVE

Social media posts for RAL are also continuing.

RV PARK ADS

We just renewed the advertising for the two biggest RV parks that we receive visitors from.