

FEATHER RIVER RAIL SOCIETY

DATE: September 2022
ITEM: New Business Item 3
FROM: Eugene Vicknair

GET OUT PASS

Patty Clawson and I have been talking to and reviewing a promotional program called the Get Out Pass. <https://www.getoutpass.com/home>

To summarize, the company behind the pass promotes museums, parks and venues that join the network via social media and their website. There is no cost to the venue to join. You just need to offer a one time deal to the pass holder and sign up for the program.

They are suggestion we offer 1 free adult admission per pass for the 2023 Season.. In exchange, they will promote the museum and connect us with social media influencers who will extend that promotion. Out only cost would be the admission and there would only be one admission allowed per pass for the season.

After reviewing, Patty and I think we should try this program for next season.

REQUESTED ACTION:

Approve joining of Get Out Pass system and offering free adult admission as pass perk.