

# FEATHER RIVER RAIL SOCIETY

DATE: December 2019  
ITEM: New Business Item 2  
FROM: Eugene Vicknair

## PROPOSED GENERAL ADMISSION, EVENT and RAL INCREASE

We have not changed our museum admission since it was adopted in 2011. The current admission structure is:

- o Adults 19 and over: \$8.00
- o Youth 4 – 18: \$4.00
- o Child under 3: free
- o Family (defined as 2 adults plus any related children 18 and under): \$20.00

### Comparison:

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#### Nevada State RR Museum – Carson City

- o Adults 18 and over: \$8.00
- o Children 17 and under: Free

#### Western Railway Museum – Rio Vista

- o Adults: \$10.00
- o Seniors (over 65): \$9.00
- o Children (2-14): \$7.00
- o Includes train rides

#### Southern California Railroad Museum – Perris

- o Free grounds admission
- o Train rides:
  - o Age 12 and up: \$12.00
  - o Age 5-11: \$8.00
  - o Ages 4 and under: Free
  - o Family pass (two adults and all of their children): \$40.00

#### California State Railroad Museum – Sacramento

- o Adults: \$12.00
- o Youth (6-17): \$6.00
- o Children (5 and under): Free

Suggested that we consider the following admission structure:

- Adults 19 and over: \$10.00
- Youth 4 – 18: \$5.00
- Child under 3: free
- Senior (65 and up) and Active Military: \$8.00
- Family (defined as 2 adults plus any related children 18 and under): \$25.00
- Group admission (12 or more): \$10.00 each but visit includes docent guide

Train Rides would remain the same and members would still be free.

Museum admissions in 2019 totaled \$25,136. It is estimated that about 4,600 visitors paid general admission. This proposed increase should represent about \$6,000 increase in revenue, assuming similar admission numbers.

### **SANTA TRAIN ADMISSION**

In the previous business item, it was proposed to increase Pumpkin Patch admission starting in 2020. It has also been suggested that we consider similar changes to Santa Trains.

### **RUN A LOCOMOTIVE PLAN C**

It has also been proposed that we consider raising the price of Plan C RALs to around \$400.

Changes would be implemented as of season opening 2020. We would also reprint brochures.

REQUEST: Review suggestions and implement those that the Board accepts.