

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 supersede 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

- Per day cost for operating SCPC 2 is \$500 plus fuel
- 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

- WP SW1500 1503 (dependent on painting and radiator work)
- WP GP7 707 (dependent on new fuel injectors installed)
- WP SW1 501 (dependent on Seth's remaining work). 805A will trail only if it runs.
- WP FP7 805-A as trailer unit
- WP GP20 2001
- 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

- Regional event calendars as soon as possible
- eMail blasts as soon as possible
- Mailings to local service and community groups by end of June
- Local papers in month leading to event
- Reno radio / TV broadcasts in month leading to event
- Reno paper in month leading to event
- Deals and Wheels in month leading to event
- Sacramento paper in month leading to event
- Hot August Nights?
- 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