

FEATHER RIVER RAIL SOCIETY

DATE: August 2018
ITEM: New Business 2
FROM: Eugene Vicknair

RUN A LOCOMOTIVE PROMOTION

At the last meeting, it was discussed that RAL numbers are down from previous years. I have had several discussions in the last few weeks with several directors and members, as well as with Big Fish, on ideas to increase out promotion of the RAL program.

Obviously, one thing that will help is new / restored equipment in the program. To that end, I spoke with Greg and David Elems at length. David and the mechanical department are working on FM 1857 and there have been discussions of getting AS-616 4 and some other equipment running and in the program. There was also some discussion about promoting WP 2001 as a special level RAL since it is now back in service.

Below are some other ideas I wish to discuss with the Board for promotion:

1. Facebook and YouTube advertising
 - Create target image and video ads and promote them on Facebook and YouTube.
 - Cost is relatively low, but will take some funding. About \$500 to \$800 would provide for a decent sized campaign.
2. Start joint offer with resort(s) with 5% - 10% discount on RAL and similar discount from resort.
 - This would be especially attractive in the post-summer season, September and October. I propose we start with 1 resort, the Chalet View, which has expressed interest in this concept previously.
3. Target new newspaper / TV news possibilities.
 - Look at new possible markets we have not tried before, such as Oroville and Chico.
 - Could do ads in some local event papers.
4. Expand placement of brochures and include some discount offer.
 - Stamp brochures with a location code and 5% discount offer.
 - Distribute in Truckee, Blairsden, Quincy.
5. Do repeat offer from April in September.
6. Offer discount for next RAL to each RAL buyer after they complete their session.
 - Same terms as April campaign.
 - Discount coupon can be given to someone else or used by RAL purchaser.

There was some discussion after the last meeting about calling prior RAL purchasers with an offer, but this was panned by several directors. I would like to propose that we at least look at

what emails we have and do an email blast with the April campaign promotion in late August. Also, we need to look at improving our guest registration and getting at least emails from visitors and RAL purchasers. I know some directors find this kind of marketing distasteful, but we MUST look for ways to expand our contact / promotion list. We WILL NOT sell this list as per our longstanding policy, but it will increase our reach to people who we know want our “product”.

I will point out that Nevada Northern, Orange Empire and Bay Area Electric have been using these same techniques to great effect for several years.

REQUESTED ACTIONS:

1. Approve the 6 proposals above and allocate \$1,500 from 67010 - Advertising for RAL promotion.
2. Work with the Store staff to find ways to increase our email list from visitors and RAL purchasers. Use this list for email promotions.
3. Look at ways to facilitate and assist the mechanical department in expanding and improving RAL fleet and discuss if we should promote WP 2001 as special RAL offer.