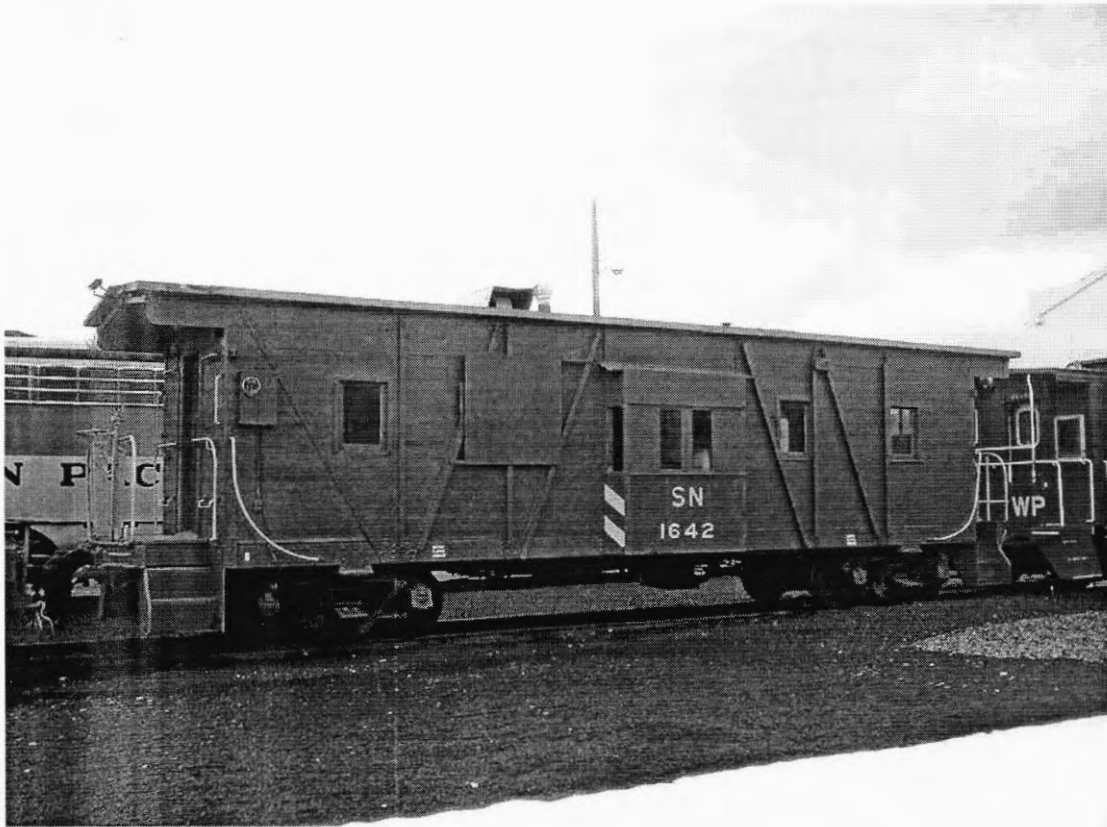


# Western Pacific Railroad Museum Party Car Business Plan September 7, 2006



**THE MISSION:** of the Party car project is to provide revenue for the Western Pacific Railroad Museum and to provide a safe place for the public to have a safe party within the confines of the Museum.

**THE STAFF:** of the party car will consist of a designated coordinator and volunteers as needed for parties as scheduled. This will be further detailed in the section titled "Resource Requirements".

**MARKET SUMMARY:** as noted in the initial presentation. Most organizations of our type have this program in place. It is anticipated that parents today are looking for a safe location to hold their children's parties. Internet research has shown a willingness by parents to pay whatever the cost is for their event.

**PROBLEMS AND OPPORTUNITIES:** The main problem facing the museum's party car plan is the same that faces the museum in general, that being the cost of coming to the museum given our location. However, the opportunity lies in that this is basically a no cost to us proposal, which means the fee for the rental is free and clear with the exception of any electricity used, and a free T-shirt with our name on it for the birthday child. The next opportunity lies within publicity for the museum. Word of mouth, T-shirt worn by the birthday child will help in getting our name out there.

**BUSINESS CONCEPT:** is based solely on the knowledge that in our area, we would be the only place to offer this type of opportunity.

**COMPETITION:** Currently we have no competition for our market. The closest museum with a caboose is 75 miles away and does not currently have a party car program. The closest museum to us with a program is the CSRM in Sacramento. This makes our competition nil assuming our primary market area is the Plumas County, and Western Nevada areas.

**FIVE-YEAR GOAL:** Ideally in 5 years, this source of revenue will be booked every weekend during operating season with additional days during the week in the peak season. It will likely be in use to capacity sooner than the 5-year goal.

**FINANCIAL PLAN:** Basic fee for the party car is 150.00. Cut rate will be available to FRRS members and will be set by the FRRS Board of Directors. Basic Fee includes as previously noted. Rental of the caboose for a total of 2.5 hours broken down as one hour for set up, one hour for party, and one half hour for clean up as clean-up generally is faster than setup. If the party is booked during normal caboose train operations, fee will include caboose train rides. If the party is booked during a non-operating day, an additional fee per person can be assessed to assist in procuring a crew for 2 rides for the party.

**RESOURCE REQUIREMENTS:** In the form of manpower. Ideally there will be a scheduler and a staff member who can be there the day of the party to liaison with the museum manager and the partygoers. The scheduler can be the same as the staff liaison. As stated in the financial plan, Train crew may be necessary depending on the party scheduling. One final member of the team should be a Public Relations staff member. This can be the museum PR man or the Webmaster or both as the FRRS Board pleases.

**RESOURCE REQUIREMENTS:** In the form of financial. As the staff is an all volunteer there will be no wages. There will be costs associated with power useage in the car and advertising. Additional cost will be with caboose train operations on non-operating days. But as noted previously, that cost will be passed on to the customer.

**RISKS AND REWARDS:** The risks are the same as with any visitor to our museum, and that is with injury incurred while visiting the museum. We can avoid our part in any injury by adhearing to the museum's already in place safety policies. The rewards are excellent publicity, and an additional source of revenue comparable to our RAL program if the party plan reaches it's full potential.

**FUTURE CONSIDERATIONS:** The Party car plan can be expanded to include weddings and other miscellaneous parties by making available the FRRS Lounge Car and Baggage Car.

Submitted to the FRRS Secretary on September 7, 2006 by David Epling for review by the FRRS Board at the September 9, 2006 Board Meeting at the WPRM.