

FEATHER RIVER RAIL SOCIETY

DATE: November 2017
ITEM: Marketing Report
FROM: Eugene Vicknair

As mentioned in my director report, Big Fish has switched our radio spots to advertising Santa Trains.

The advertising put out for the Pumpkin Patch trains seems to have been a big boost. We estimate the event achieved about 30% higher profit from last year. We don't have attendance from last year, but consensus was that we had a lot more people. We certainly went through more pumpkins.

The print advertising with Reno Gazette Journal was negotiated as a package deal with Santa Trains. We will have 6 Santa Train ads ahead of and during the event time frame.

Patty and Michael have been on hand taking photos and video for several recent events, including the Pumpkin trains and the Rotary snowplow operations. They are working on a marketing video for the Society. Some clips from the rotary operation were shared on line and garnered HUGE response.

Our radio ad contract comes up for renewal in the next month or so. The new contract may expand our reach to a second channel (currently we are getting free Public Service Announcements on a second radio station). Details will be coming soon.

We are also working on the 2018 Marketing Plan and evaluating several options for expanding our reach. Also, the connections Big Fish has facilitated with our local and state political contacts as well as contacts made through the Red Cross and local businesses are continuing to be cultivated and are proving to be very useful and helpful. For example, Congressman LaMalfa has provided letters of support for two grant applications with more coming (as well as assistance with some potential donations of materials to the Society), State Senator Gaines' office promoted the Charles Sweetwood event very heavily and we have done some joint marketing with Grizzly Ranch and are looking at joint opportunities with the city, county and local businesses.