

FEATHER RIVER RAIL SOCIETY

DATE: November 2018
 ITEM: Committee Report - **November Advertising Report**
 FROM: Eugene Vicknair

Pumpkin Patch Express Marketing

Final numbers for attendance at the Pumpkin Patch trains were down 30% over 2017. However, we managed to make a bit more money per person on average. Advertising costs were a bit under 2017, but we managed to get a bigger reach, more free and reposted advertising and had more on-line reactions.

In reviewing attendance reports for several other events during the Pumpkin trains, it appears that no event in the area had good attendance. Trick or Treat events in Portola, Graeagle and Grizzly Ranch were reported to have small crowds and Halloween events in Reno area during the second weekend were also reported to be down.

In checking around, there are several factors that may have contributed to this:

- Portola High School held their Homecoming on October 20, our first operation day.
- A flu was running rampant through the area. High numbers of volunteers and local residents were ill.
- Nevada changed its observation of Nevada Day to our second weekend and all museums in Nevada were free admission. Also several Nevada Day events were going during Oct. 27-28.
- Competition with other events / pumpkin patches.
- Warm weather made other activities preferable.

It was also noted that many of our posters in businesses in the area were removed before our first event weekend. Unsure why this happened, but I personally noted at least 6 businesses in Portola that had posters the weekend of October 13 which were gone by October 19. Heard similar reports from Blairsden / Graeagle.

That said, we still managed a patch and gate profit of almost \$2,700, compared to \$3,500 last year. The Museum Store also did fairly well, with \$1,024 in sales vs. \$1,304 in 2017.

Big Fish and I have already discussed ways to expand our advertising reach for 2019.

Recap of marketing work for 2018 Pumpkin Patch Express...

Free Advertising:

Digital media: Graeagle.com bottom leader board banner ad \$125.00 monthly for two months from Big Fish Creations **\$250.00 value.**)

Graeagle.com News October 1, 2018 news story – blast to subscribers and featured on front page of the website: www.graeagle.com

eMail marketing: Event poster sent to Lost Sierra Chamber of Commerce for email distribution to members. Also, was a featured event in an email blast from Grizzly Ranch to their homeowners for the Grizzly Ranch Octoberfest event happening Saturday, October 17.

Send to area High School families through school system.

Featured on non-FRRS Facebook pages: Explore Plumas County
Graeagle Facebook page
City of Portola Facebook page
Indian Valley Chamber of Commerce Facebook page
Quincy Chamber of Commerce Facebook page

Multiple eMail blasts from WPRM– distribution list from backend system Big Fish Creations

Paid Advertising:

FRRS Facebook event boosts: \$200.00

Deals & Wheels: \$200.00 (split co-op ads with city of Portola value \$400.00)

Portola Reporter: \$302.00 for 2 ads, 40 runs in both Portola & Quincy papers. Third ad paid by Portola Reporter as bonus buy. (Paid for two ads, got one ad free.)

Posters \$230.18 - Posters distributed around community

Total advertising spent: \$932.58

Off-set income: Revenue generated from vendor booth fees: Seven vendors @\$25 each for weekend Oct. 20 & 21 \$175.00. Second weekend: Possible - Six vendors @25 each \$150.00

Estimated total off-set money: \$325.00

Special thank you to Big Fish for their work on this, including arranging and facilitating the free advertising.

2018 Santa Train Marketing

Poster printing is in progress, the radio spots have been recorded and released and we have print ads to run in Deals and Wheels and the local papers.

Facebook posts will be starting this week.

We received a nice write-up on Pumpkin Trains in the Feather Publishing papers thanks to Patty Clawson and Lauren Westmoreland:

Portland Reporter

Wednesday, Nov 7, 2018 5A



The Harvest Market sets up shop at the Western Pacific Railroad Museum in Portland on Oct. 20, with a variety of wares on show for the public during the annual WPRM Pumpkin Patch Express. Photo by Michael Clawson

All aboard the Pumpkin Patch Express

Lauren Westmoreland
Staff Writer
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Trainloads of people attended the annual Pumpkin Patch Express at Western Pacific Railroad Museum in Portland the weekend of Oct. 20 and 21, and again Oct. 27 and 28.

On all four days, the museum opened its allow explorers to check out the dining cars on site, along with a new addition to the event — the Harvest Market, which featured food, crafts and gift vendors outside of the museum.

Costume contests were held on each Saturday night, and spooky décor festooned the Diesel Shop, creating an altogether eerie atmosphere.

The spooky fun extended out into the night, with the ever-popular night trains taking loads of festive attendees on a creaking, flashing, cobweb-draped ride to remember out to the pumpkin patch.

Once there, families spilled out excitedly, picking pumpkins to take home and shrieking when the dead rose to walk again amongst the patch, before boarding the train to ride back to the museum and explore the haunted railcar.

"This event is so much fun for our family, and we're so happy to have a local event like this," one parent said as she escorted a group of children through the pumpkin patch. "We look forward to it every year." For more photos of the event, visit wprm.org.



Crowds flood off the train after a trip out to the pumpkin patch, with arms full of brightly colored pumpkins and howls echoing from train cars that drip with blood-red handprints and cobwebs Oct. 23. Photo by Lauren Westmoreland



Giving thanks.

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I'm so very thankful for my family, my customers and my amazing community. Happy Thanksgiving to you and yours!

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**TURKEY TROT 5K
FAMILY FUN RUN/WALK
FUNDRAISER
THURSDAY, NOV. 22
Race Starts at 9am
FRC BASEBALL FIELD PARKING LOT**



The walking dead wait silently within the pumpkin patch for unsuspecting attendees to come too close. Photo by Michael Clawson

2016	2017
Homes Sold: 494	Homes Sold: 606
Days on Market: 139	Days on Market: 206
Average Sold Price: \$263,792	Average Sold Price: \$273,028
Total Sold Volume: \$127,898,201	Total Sold Volume: \$169,695,201

In 2017, the total number of listings increased by 25.2%
The days on market increased by 3.5%
The average sold price increased by 18.7%
The Total Sold Volume increased by 48.6%

REGISTRATION \$30

- \$5 off for costumes
- Students 12 and up \$20
* with valid school ID



2018 Pumpkin Patch Trains

		persons	cars	gate	patch	donation	daily totals	store	\$ / person	w/ store \$ / person
20-Oct	Saturday	265	96	\$709.00	\$631.00	\$0.00	\$1,340.00	\$371.43	\$5.06	\$6.46
21-Oct	Sunday	115	31	\$278.00	\$329.00	\$0.00	\$607.00	\$157.95	\$5.28	\$6.65
27-Oct	Saturday	346	92	\$665.00	\$627.00	\$0.00	\$1,292.00	\$389.00	\$3.73	\$4.86
28-Oct	Sunday	135	43	\$345.00	\$349.00	\$0.00	\$694.00	\$106.20	\$5.14	\$5.93
	totals	861	262							
	per car	3.29								

Vendor Income \$325.00

One Time Costs				
Pumpkins	\$0.00	subtotal	\$4,258.00	\$1,024.58
Advertising	\$932.58			
Supplies	\$0.00			
		expenses	\$1,577.58	
Capital Costs				
Decorations	\$427.00	Patch and Gate total	\$2,680.42	profit
Materials	\$218.00			

2017 Pumpkin Patch Trains

		persons	cars	gate	patch	donation	daily totals	store	\$ / person	w/ store \$ / person
14-Oct	Saturday	395	114	\$832.00	\$1,034.00	\$50.00	\$1,916.00	\$584.72	\$4.85	\$6.33
15-Oct	Sunday	157	40	\$321.00	\$447.00		\$768.00	\$181.04	\$4.89	\$6.04
21-Oct	Saturday	445	136	\$1,031.00	\$956.00	\$44.35	\$2,031.35	\$414.35	\$4.56	\$5.50
22-Oct	Sunday	228	69	\$531.00	\$556.00		\$1,087.00	\$124.31	\$4.77	\$5.31
	totals	1225	359							
	per car	3.41								

One Time Costs				
Pumpkins	\$787.00	subtotal	\$5,802.35	\$1,304.42
Advertising	\$1,120.00			
Supplies	\$5.00			
		expenses	\$2,308.00	
Capital Costs				
Decorations	\$396.00	Patch and Gate total	\$3,494.35	profit