

WESTERN PACIFIC CELEBRATION

Dates: August 2-4 (Friday-Sunday)
Admission: Free on Saturday and Sunday
Hours: 10:00 AM – 5:00 PM

PLANNING DOCUMENT

Below is a summary of current planning for the event and needed next steps in order of priority.

PRIORITY 1: Promotion to begin right away

- Work with Big Fish on promos
- Eugene and Big Fish to design a poster / graphics – concept complete, wording to be modified
- Promotion to start within 14 days of Board Meeting
 - o Webpage
 - done
 - o Social media
 - Being updated
 - o Graeagle.com
 - done
 - o Portola Reporter article soon announcing new event
 - o Radio PSAs
 - Script being completed
 - o Regional social media
 - Done and being updated
 - o Regional event calendars
 - done
 - o eMail blasts
 - to go when graphics accepted
- Promotion Text:
 - o 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. 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.

PRIORITY 2: Assistance / Volunteers

- Send out direct email requests to members for volunteers
 - o Website updated
 - o eBlast ready to go
- Seek outside assistance on set up and operation of event from local groups and scouts
 - o Requests are out
- Ensure this is on WPLives volunteer board
 - o done
- List of jobs to fill:
 - o Facility set up and Cleaning (10-14 on week / weekend before)
 - o Facility post event cleaning (10-14 on week / weekend following)
 - o Visitor guides (2-3)
 - o Car attendants (5-6)
 - o Ticket sales (2-3)
 - o Visitor information and membership promotion (2-3)
 - o Crossing guards (2-3)

PRIORITY 3: Sponsors:

- We will start seeking sponsors to help defray costs
 - o Letter ready to go
 - o Janet Steeper to follow up with phone calls
 - o Will also go out as eBlast
- Look for SCPC 2 sponsor and overall main event sponsor (\$2,500 each)
- Other sponsor levels at \$200

OWNER: Eugene to get help from Patty, seek Janet for assistance

PRIORITY 4: Vendors and Visitors

- Food Vendors
 - o Hot Dog Cart - confirmed
 - o Dessert / Candy Vendor
 - Treat Yourself confirmed for Sunday
 - Friday Saturday vendor being sought
- OWNER: Eugene to confirm food vendors with help from Patty
- Craft / Model Vendor Tables
 - o Offer tables at \$15-\$20 per table per day for event
 - o Vendor area would be located along track 2 outside
 - o Get vendor invites out within 1 week of Board Meeting
 - o Have table for FRRS membership and visitor information
- OWNER: Eugene to put out invites to vendors with help from Patty

- Invites out, vendors being confirmed
- Model Layouts:
 - Two modular layouts being invited
 - Waiting for responses
 - Live steam layout on dock
 - Invited, waiting for response
- OWNER: Eugene and Greg to reach out to layouts
- Non-Rail Displays:
 - Small engine display
 - David Elems inviting, waiting for response
 - Historic automobile display
 - Local historic car club invited, waiting for response
- OWNER: David Elems contacting small engine group, need to have someone contact car clubs

PRIORITY 5: Rail operations

To Be Confirmed with operational volunteers:

- Rail Operations:

Motor Car Rides	We have requested Matt Shuman to conduct motor car rides
Fare:	\$10 per ride
Friday:	determine if we can work motor car rides around RAL slots
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 |
| 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

OWNER: Greg to follow up with Loren, Kerry and Steve to confirm schedule

- Motor Car
 - Need to confirm insurance situation – request in to Vivian

Matt Shuman and Janet Steeper volunteering to bring their cars
Matt and Charlie volunteering to operate cars and Model T
If insurance requires, we may need to short term lease cars.
OWNER: Eugene to follow up with insurance, then Matt and Janet

PRIORITY 6: Equipment

Guest Equipment:

- Santa Cruz Portland Cement steam locomotive 2
 - o Per day cost for operating SCPC 2 is \$500 plus fuel
 - o Cost for transport still being discussed

OWNER: Eugene to follow up on funding and with SCPC 2 owner

- Union Pacific Heritage Locomotive(s)

OWNER: Steve and Greg working with Union Pacific

Operating Equipment (depending on availability)

- WP SW1500 1503 (dependent on painting and radiator work)
 - o Goal is to highlight WP 1503 if work completed
- WP GP7 707 (dependent on new fuel injectors installed)
- WP GP20 2001
- SP GP9 2873 (back up)

OWNER: Greg to confirm with Fritz and Steve what units we will use

PRIORITY 7: Raffle

- Prizes to include RAL certificate and items from local stores

OWNER: Eugene, Greg and Patty to seek out prizes for raffle

- o Requests out for raffle prizes
- o Main prize is Plan A RAL

PRIORITY 8: 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.

PRIORITY 9: Promotion by end of June / beginning of July

- Work with Big Fish on promos

- Poster / graphics
 - o Mailings to local service and community groups by end of June
 - o Local papers in month leading to event
 - o Reno radio / TV broadcasts in month leading to event
 - o Reno paper in month leading to event
 - o Deals and Wheels in month leading to event
 - o Sacramento paper in month leading to event
 - o Hot August Nights?
 - o other?

Promotion Text:

- o EXPAND: 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. 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.
- o Radio blurb

LOW PRIORITY:

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

LOW PRIORITY:

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

OWNER: Eugene

LATER PRIORITY:

Equipment on special display if docent available and cleaned for viewing:

- Charles O. Sweetwood – tours only
 - o Eugene to clean car July 14-15
- SP rotary MW208 – with docent
- UP Heritage Locomotive(s) – with docent
- Pullman Troop Sleeper – general open
 - o Eugene to clean car July 14-15
- Silver Plate – general open
 - o Eugene to clean car July 14-15
- WP caboose 484 – tours only

REQUIRED: Need to have volunteers identified to clean equipment and crew those requiring docents