

FEATHER RIVER RAIL SOCIETY

DATE: July 2019
ITEM: Marketing Report
FROM: Eugene Vicknair

Working with Patty Clawson, we have been working up our marketing efforts.

Patty has been posting items promoting the RAL program on various social media. Also, she has posted items on the WP Celebration in August and placed it on several Event Calendars and "Things to Do" websites.

Most of the marketing has been aimed at the WP Celebration and is covered more completely in that report.

We do want to expand our marketing to groups to generate more large group visits.