

EVENT REPORT – October 11, 2019
PUMPKIN PATCH EXPRESS 2019

EVENT PREP

Ali has gotten 3 cars of the train completely decorated with help from some folks. The shop is also getting decorated. She has been making a bunch of decorations for the patch and the cars, but still needs to purchase a few items to finish up. KC is working on the Sweetwood and the Gift Shop. Haunted Railcar décoration will start soon.

Ali needs to get a few items to finish the cemetery gate Ethan has been building for the pumpkin patch (chain, some paint, some fasteners, etc). She also needs a rather large cauldron for the pumpkin patch (plan is to put the super mini pumpkins in it).

Eugene will be around next Thursday and Friday. The vendor area will get set up on Friday. Patty and Eugene have the vendors all set up.

We need help with the weighing and pricing of pumpkins before the event so sales go smoothly. If we can get a group of people together to get that done once we have the pumpkins, that would be great. We are coordinating with Bart Hansen on pumpkin delivery, but definitely will need help this Friday to finish up everything.

MARKETING

Donation letters - sent and personally delivered to:

Plumas Bank - put on budget request for next year, too late to help now.

Plumas Sanitation - in review, but not likely

Sierra Garage - No

Les Swab Tires - No

Intermountain Disposal - in review TBD

Sierra Floors - no response, business never open

Plumas Sierra Rural Electric - TBD

Chalet View Lodge - emailed again today for a response

White Cap Ready Mix - TBD

Tangles Salon owner Erin Roney - \$100.00

Graeagle Land & Water - put in another email for status TBD

Cheeseburger Restaurants - owners return today, TBD

City of Portola - half of advertising costs for Deals & Wheels and Portola/Quincy newspapers \$702. 40 this request was increased for both media buys.

Pumpkin Cost Request

Request for \$1500.00 toward pumpkin costs denied 10/9/2019 by city council stating pumpkins are for direct profit to the museum and was not the same as advertising cost sharing. Even with the suggestion of signage in museum, and pumpkin patch with city logo, and asking for half (\$750) the request was denied. Greg and Patty attended 2 city council meetings for agenda items for pumpkin cost sharing

Trader Joes request for pumpkin donations denied, stating the request was too late in the season and “local” communities are already served by Trader Joes.

10/8/2019 Travel and meeting with Trader Joes Manager at no charge from Big Fish Creations

9/25/2019 Poster distribution throughout Portola and Graeagle at no charge from Big Fish Creations

10/1/2019 Pumpkin Patch Express story headlined graeagle.com new no charge from Big Fish Creations

10/8/2019 Grand Banner ad and bottom leader board ad on Graeagle.com donated at no charge from Big Fish Creations a \$425 advertising value, and doubling the free advertising given last year.

Digital poster distribution to Facebook pages:

WPRM, graeagle.com, City of Portola, Eastern Plumas Chamber of Commerce

10/16/2019 Story on Pumpkin Patch Express event with emphasis on EPCAN will run in the Portola Reporter, as Bog Fish meet with reporter for story detail.

Prints ads:

All print ads are up and running: Portola Reporter, Feather River Newspaper and Deals & Wheels. Negotiated cost savings for both ads - ½ cost of each ad for Deals & Wheels and one ad free of charge with Portola Reporter.

Radio:

The PSA with KDJX was been live and running since September 17, 2019.

Volunteer efforts:

Reached out to Portola city council with council member Pat Morton responding with volunteer time – see sign-up sheet.

Reached out to EPCAN 10/10/2019 no help available

Reached out to PHS conflict with homecoming & football games

Reached out to Friday Night Live Kids is defunct with no Portola group in existence.

Patty will be personally volunteering help - no charge, just want to help.

Adam Mahoney – Salesforce – see sign-up sheet

Vendors:

Confirmed vendors:

Treat Yourself, Zipper Pals, Monica’s face painting, We Cook For You, Gunfighters, Pizza Factory and WPRM information booth.

*Negotiated gunfighter group to perform for free. All other vendors paid booth fee.

Email blast:

Pumpkin Patch Express event email blast send to 458 recipients from the Big Fish VIP and Media marketing lists.