

FEATHER RIVER RAIL SOCIETY

DATE: December 2019
ITEM: New Business Item 1
FROM: Eugene Vicknair

PROPOSED PUMPKIN PATCH CHANGES

Following the 2019 Pumpkin Patch Trains, a meeting was held between the event managers and several ideas were discussed, including changes to the event. Since then, we have also received comments from other members concerning changes to the event.

Below is a listing of suggested changes:

ADMISSION - Increase the admission.

Suggestion for how to implement:

- Take away EPCAN admission discount and charge \$10 per car.
- Increase per car admission by \$5 and keep EPCAN \$5 discount.
- Charge per person, without EPCAN discount. Charge \$6 per adult and \$3 per child 17 and under

Rationale:

- Expenses are greater with the Pumpkin Patch Express than Santa Train.
- City will not off-set any cost for pumpkin expense.
- Price of pumpkins vary every year due to weather & crop performance.
- EPCAN donations down for this event (460 cans donated) indicates price of admission is not a factor.

ADD NEW or EXPAND EVENTS

Suggestions for things to add to encourage more visitors:

- Free Model T rides or photo opportunity – (issue: no guarantee you can ride due to demand)
- Free Speeder car rides using track from Edenwold crossing to east end of track - (issue: no guarantee you can ride due to demand)
- Entertainment from gunfights or similar re-enactor group
- BigFoot Photo opportunity – charge \$5 per photo and set up exclusive photo area. Use individual attendees' iPhone/phone for photos to eliminate processing expense. Create Snap Chat sensation!
- 10% off everything in the gift shop for everyone
- More vendor & food items to purchase

ADVERTISING

- Continue media buy split with City of Portola, adding the Reno Gazette Journal into split marketing mix with Portola Reporter, Feather River Bulletin and Deals & Wheels. This relationship is already established and accepted by the city for approval.
- Get donation / sponsor request letters out at top of year. Allow for longer event planning time with follow up and strategic marketing.
- Expand social media and traditional media reach, in particular using Public Service Announcements and free event websites. Start advertising in late August.

REQUEST: Review suggestions and implement those that Board accepts.