

Marketing/PR/Events

July 3, 2019

Cassie Condon, Jennifer Priest, Anna Stacy & Kirsten Parker

North Platte Rail Days

Kirsten will design posters and rack cards. They have a short turn around time and can be distributed quickly.

Promotion in Trains Magazine include E-blasts & presence on their web site.

Chamber will do weekly E-blasts as we get closer to the event.

Kirsten is working on UP Steam Club promos.

Visitor's Bureau will promote the event on their web site and social media.

We discussed wave banners to use at all events. Due to several overlapping events it was decided that 6 banners need to be ordered. Kirsten can use them at the GST after Rail Days is over.

Last Blast of Summer - We are partnering with Eagle Radio. \$1,500 is our financial commitment. We will man a photo booth from 11am -4pm.

BOD VOLUNTEERS REQUESTED FOR THIS TIME SLOT.

Kirsten has sent a letter to the city to waive fees on park amenities to include ice cream at cost and free swimming.

The Lincoln County Fair will have stock car races. They are offering buy one, get one tickets for NPRD VIPs.

Train Show - Space has been secured at Platte River Mall at \$50 per day. Admission fee will be \$2.00 per person. We discussed offering incentives for train lay out owners to entice them to participate in the show. RSVP will help with admission table.

Rail Days Food Fest - NPVB created an entry form for vendors, it is being distributed. We discussed music. Ideas were live music or radio remoted that would provide music. We will sell soda and water. The use fee for the area (NebraskaLand Days pavilion and entry area) is \$450 plus cleaning fees.

The table at the entry will need to be staffed from 3pm - 7pm.

BOD VOLUNTEERS REQUESTED FOR THIS TIME SLOT

Yard tours - tours will be ran from the GST and load in the horse shoe area. Bus fees are \$2,300. UPRR managers will cover the tours.

Big Boy Welcome - (3:00 Monday) We discussed the event and decided on an "Unroll the Banner". Guests will be given an opportunity to sign the banner and unroll it when the Big Boy arrives. There will be free ice cream (Robert's Dairy) and water. The Hostess' an Ambassador's will be invited to participate. Kirsten will ask the city for bleachers and a small stage.

September event - Kirsten expects several foreign visitors at the original NPRD event date. She has arranged yard tours for them. We discussed hosting a dinner event for those folks. More discussion to come on this event.

Nebraska Tourism Conference - October 21, 2019

GST will host an event for the early arrivals of the conference. The event will be low key (50 people) with appetizers and possibly Pal's Brewing Company and Feather River Vineyard participating. The event will be from 5pm - 7pm. **BOD volunteers requested for this time slot**