

Marketing Meeting

Tuesday, November 9th at 8am

Attendees: Anna Stacy, Cassie Condon. Staff attending: Kirsten Parker, Natasha Smith, Jane Kuchta

Recap Events

1. Trick or Treat
 - Estimated 500 but had about 750, went over budget. Should cap at 800 in the future as it would be tough to keep up.
 - We had slowness issues around the flagpole.
 - For the future, may need to add stops on Homestead and possibly around the trash can. Also consider having dog treats.
 - Next year will work on enforcing sponsorship.
2. Open House
 - Had attendance goal of 100 but had about 62. Everyone bought something so we surpassed our sales goal and had almost \$2000 in sales.
 - Cost for the prizes and gift certificates was around \$300.
 - To note for next year – could've used two registers and a second floater.

Upcoming Events

1. Late Thursdays
 - We stay open until 7pm on Thursdays in December. May have themes, such as a discount on toys one night.
 - Plan to promote the Sunday prior.
2. Big Shopping Weekend
 - We won't place much emphasis on Black Friday itself. For Shop Small Saturday, we will be on the Chamber Passport. For Museum Store Sunday, we may be the only ones participating west of Lincoln. Cyber Monday we'll have online sales and focus on donations on Giving Tuesday.
 - Target the locals – will offer Steam Bucks for future purchases and people can play a plinko game for discounts.
3. Volunteer Christmas Party
 - Planning a party for January. Already gave the volunteers \$25 gift cards at the Open House.

Holiday Season Marketing Plan

- Newspaper – back page for Thanksgiving; will do some digital advertising too
- Bulletin – will do a small amount of advertising
- KNOP - \$1000

- Chamber – E-blast
- Eagle radio - \$1000
- Facebook - \$1000

Sponsorships

1. Festival of Trees
 - We did a tabletop with our gift shop products for \$180
2. Museum
 - Natasha is planning decorations with a \$200 budget
3. Fairgrounds
 - We were asked if we wanted to decorate the Depot. Kirsten was unsure about this as we don't know how many people really drive by the Depot. For \$100, we could do a banner with lights on the chain link fence. Will move forward with this option to keep our foot in the door.

2022 Event Plan

- January: end of season/no events
- February: sweetheart promotion
- March: cranes, St. Patrick's Day
- April: Easter Bunny; plan a drive-thru the weekend prior to Easter (4/17)
- May: target Tourism Week the first week of May
- June: Twilight Tours, stay open late on Fri/Sat of Nebraskaland Days
- July: fireworks viewing
- August: Rail Days
- September: Husker tailgate
- October: drive-thru Trick or Treat
- November: open house
- December: open late certain nights

Rail Days Discussion: Do we ask to have the Big Boy back or do train rides? There would be a max of 600 seats with a portion saved for UP employees. After discussion, it appears that we should consider getting the Big Boy for another year as there is still a lot of excitement around it. Also brought up was the Experience Train.