

Marketing Meeting

Thursday, July 7, 2022

at Scooters, 8am

Attendance: Cassie, Lisa, Anna, Keri, Natasha, Kirsten

1. Media vendors

2. Events

Event Recap:

June: Twilight Tours Fri/Sat of Rodeo Night of NLD

SLOW. Need to be in the NLD brochures.

July: Fireworks Viewing, July 4th

We did this on the 2nd because that is when city fireworks were going on. Had about 10. They enjoyed. Need to keep this on the 4th.

3. NPRD

VIP Passes Sold: 126/250:

Sponsors: CVB, NLB, Hershey State Bank, Union Pacific

Kirsten is behind on sponsors greatly this year.

Bailey Yard Tour Times

VIP Request went out, they will start reserving their seats

Limited marketing with Trains magazine this year, with UP change in resources. Lisa approved using grant for social media and posting.

Online Contest: Kicks off this week. Weekend away to NPRD. Tru Hilton donating 2 rooms.

Friday: August 5th

Bailey Yard Tours: 11am, 1pm, 3pm, 6pm (Hidden).

Buses booked through Navigator.

Using the 6pm for those wanting to attend who come for After Hours & Model Train show members who have to work until 5pm.

Model Train Show: 9:00am-5:00pm

Location at Venue 304. Concern it won't be big enough.

After Hours, 5:00pm-7:00pm

Discussion of food or not? Decision to provide munchies and 2 Free Drink Tickets. Liquor

License application is in, in from of commissioners on 7.18.22. Would like board members in attendance.

Challenger Train Display, 10:00am-7:00pm

GST open until 11pm

Saturday, August 6th

Bailey Yard Tours: 9am, 11am, 1pm, 3pm

Model Train Show: 9:00am-5:00pm

Pulled Pork/Corn Feed, 11-1pm at the Museum

Tractors, Trucks, Trains and Planes, TBA

Nervous, we are getting close and little done on this. Will contact Carla at radio station.

Taste of Nebraska, 6:00pm-8:00pm

In the Courtyard at the Tower. Will sell tickets ahead of time, so we have a count and income.

Setting price at \$15 per person/\$25 for a couple.

Challenger Train Display, 10:00am-7:00pm
GST open until 11pm

Sunday, August 7th

Pancake Feed: 8-11am

At the Tower, courtyard. Galvin and Alan will be “the cooks.”

Provide it Free Will Donation.

Model Train Show: 10:00am-4:00pm

Ice Cream Social, 2pm

Double Dips providing the ice cream at cost. Three types. We provide toppings, bowls, spoons, napkins.

GST open 9-7pm

Challenger Train Display, 12-6pm

4. Sponsorship Opportunities

- We supplied prizes for Library Summer reading program (Free admission passes)
- Miss Rodeo NE lunch area & tour (they provided their own food)-Comp
- Miss NE contestants tour-Comp
- Miss NE Judges tour-Comp
- USS Nebraska tour-Comp
- UP Interns (2 Tours, lunch area) -June and July (They paid food cost) Comp location and passes.
- UP Lead Organization tour-Comp
- Request from Leadership NE to host the location for a UP presentation, afternoon of August 17th. GST is requesting 1 hour 15 minutes, to allow some of the attraction site & presentation in return for the donation of a comped tour for 30 and snacks for the group.

5. Other

UPCOMING EVENTS:

August: North Platte Rail Days, August 5-7

September: Husker Tailgate

October: Drive Thru Trick or Treat

November: Holiday Open House

December: Open Late

