

*Sorry for the last minute change. Here is the notes from today, thanks for letting me move this online. Let me know your thoughts or any questions.  
I am out December 1<sup>st</sup> (our next meeting)...can we find a different day/time?*

**Marketing Budget:**

We should come in about \$10,000 under budget this year. Good, with the recession.

Suggestion to request the same amount in 2023 for budget requests.

Marketing Grants funding:

(all in one) -No funding was used. Meyer did not charge.

(Nprd) -Need approve with Lisa what was used.

Eagle (Alliance/Chadron) \$480

Facebook \$620

Trains FB co-brand \$600 (waiting on invoice)

Trains Tourist Book \$1,361 (waiting on invoice)

(NTC) -Invoice to arrive in December

**Events:**

**Event Recap:**

**Drive Thru Trick or Treat, recap**

540 kids, 191 cars

Budgeted: \$500

Income: \$1,250

Spike Budget: \$370.78

Expense: \$1,620.78

Sam's Club: \$650.26

Sam's Club: \$153.60

Oriental Trading: \$390.27

Eagle: \$300

Facebook: \$126.65

**Upcoming Events:**

Advertising:

Radio, TV, Telegraph, Bulletin, Chamber, Facebook, Direct Marketing?

Budget: \$15,000 (media AND event expenses; all inclusive)

## **Holiday Room & Holidays Around the World Display READY**

- Holidays Around the World theme is Christmas Carols
- Timeline of Christmas Carols
- Mariah Carey-3x winner Guinness Book of World Records
- Top 25 Carols Rebus Style
- Most singles sold White Christmas display
- Top 5 Carols-Flip Board
- Biggest Selling Artist: Elvis-Blue Christmas Tree & Life size Elvis cut out
- First song on the radio
- Father of carols is the Father of Nativity
- Appropriate timing to sing Christmas Carols

A mixture of interactive displays. This will run through Christmas.  
Scavenger Hunt

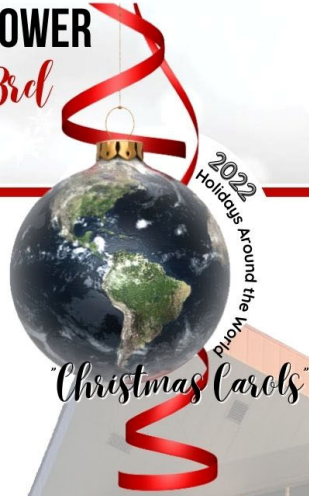
Spike is decorated. Outside still needs to be done closer to Thanksgiving.

Holiday Open House, Thursday, November 3<sup>rd</sup> 4:00pm-8:00pm

# Holiday OPEN HOUSE

AT THE GOLDEN SPIKE TOWER

Thursday, November 3<sup>rd</sup>  
4:00-8:00 pm



**FREE ADMISSION  
TO THE TOWER**

**FREE GIFT  
WITH PURCHASE OF  
\$25 OR MORE**  
\$19.99 minimum value

**FREE SAMPLES**

**GIVEAWAYS &  
DRAWINGS**



**GOLDEN SPIKE TOWER**  
A panoramic view of the world's largest rail yard.  
1249 N Homestead, North Platte

### **Gift Store events:**

#### **5 Days of Sales \_Black Friday through Giving Tuesday**

Black Friday-Open at 7am for “Donuts & Deals” from 7am-11am  
BIGGEST SALES of the weekend. Fun, games, BOGOS, etc...  
Donuts and Juice while you shop

Shop Small Saturday-All day

Chamber Passport

Charity Giveback -Give 10% back to local charity

Museum Store Sunday-Events targeting our programming/mission.

Free Admission

Book signing of Canteen Letters

Mission based

Cyber Monday-Special online deals

Giving Tuesday-Discount on Membership, Brick Sales

Open late Tuesday in December-Different sales events each week.

### **Sponsorships**

Festival of Trees at Prairie Art Center

Lincoln County Historical Museum Depot Decorations

Christmas at the Cody's -Irmias Bedroom

Closed Thanksgiving, Christmas, Christmas Eve (at 2pm), New Years Eve & New Years Day