Date Submitted: 2/22/2024
Meeting Date Requested: 2/28/2024
Time Requested: 10 Minutes
To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners
From: David Peterson
Subject Title: Discussion and possible action regarding a proposed marketing and social media management plan through Fiscal Year 2024. – David Peterson (admin@vtrailway.com)
Staff Summary: At the February 16, 2024 Special Workshop, Melissa Deitz of Deitz Media and Regina Flores of Aumada Marketing were directed to prepare a proposed marketing and social media management plan through June 30, 2024 for the V & T Commission's approval.
Type of Action Requested: () Resolution () Ordinance (_XX_) Formal Action/Motion () Other (Specify) Presentation Only
Recommended Board Action: I move to approve the proposed plan as presented.
Applicable Statute, Code, Policy, Rule or Regulation:
Fiscal Impact:
Explanation of Impact:
Funding Source:
Supporting Material/Attachments: 20240228 VT Item 9 Aumada Marketing Spring 2024 Plan;

20240228 VT Item 9 Dietz Media Spring 2024 Plan

Prepared By: Cheryl Bailey, Executive Assistant

AUMADA MARKETING SPRING 2024 MARKETING PLAN

Happy Mothers Day and thank you for joining us today.	5/12/24 Post live photos and videos to story
story Tomorrow is the day - last chance to secure tickets.	of 1724 Post reminder on social media – main post and story
story The countdown begins - we are 2 days away - secure tickets.	o/10/24 Post reminder on social media – main post and story
story The countdown begins - we are 3 days away - secure tickets	5/9/24 Post reminder on social media – main post and story
story Treat mom to a special day with the V&T Rallway - secure tickets today.	5/6/24 Post reminder on social media – main post and story
	5/5/24 Distribute newsletter to all subscribers - Mailchimp
We are one week away from the first train ride of the season - secure tickets today	5/5/24 Distribute pitch to local and regional media
Experience the magic of the beauty of Northern Nevada this Mother's Day – tickets are st TBD	5/2/24 Post Reel video on social media
Secure tickets for the first train ride of the year on Mother's Day	4/30/24 Upload digital banner to Carson Now
story We are two weeks away from first train ride	4/28/24 Post reminder on social media – main post and story We are two weeks away from first train ride of the season – secure tickets now
mp We are two weeks away from first train ride of the season – secure tickets now	4/28/24 Distribute newsletter to all subscribers - Mailchimp
edia We are two weeks away from first train ride of the season – secure tickets now	4/28/24 Distribute press release to local and regional media
st and s Tickets for the first train rides of the year an	3/19/24 POSt announcement on social media - main post and s Tickets for the first train rides of the year are now on sale. Opening date Mothers Day
mp Tickets for the first train rides of the year are now on sale. Opening date Mothers Day	3/15/24 Distribute newsletter to all subscribers - Mailchimp
edia Tickets for the first train rides of the year are now on sale. Opening date Mothers Day	3/15/24 Distribute press release to local and regional media
Messaging	Date Activity

Notes

Distribution date in alignment with outdoor marketing signs.
Digital banner to run for two weeks. Regina and Melissa are comparing prices for the creative.

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2.500.00	69	+	+	+			2	4/15 - 5/12	4/1						800k-1m per month	2,500	4 units Reno/Sparks. Mothers Day \$	10x22 Poster Panels
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(gross)		0/10/0/1/	0/0	0 1710	6144	107		7/4		-	-	0.10	9,70	9				Political Windows / Holidays
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