



Updated Implementation Schedule – Page 13-14 of Strategic Plan

	Tactic	Initiative	21	22	23	24	25	26	Progress
1	Pursue additional themed trains and events based on customer input.	Pursue additional themed trains and events based on customer input.				X			In Progress
2	Expand theme event opportunities.	Look for themed events that can operate when access to Virginia City is restricted due to existing events.					X		In Progress
3	Look for local businesses to provide food services.	Pursue local food truck services.		X					Complete
4	Offer souvenirs and other merchandise – on-site and on-line.	Look for current providers of souvenirs and merchandise to provide souvenirs and merchandise for the V&T Railway.					X		Have Discussed
5	Provide a common portal for information for visitors.	Coordinate access to information with the V&T Railroad.		X					Complete
6	Look for opportunities for cooperative events and attractions.	Pursue visitor packages with other local attractions or in conjunction with other events in the area.					X		Have Discussed
7	Work with lodging properties to offer packages.	Pursue visitor packages for group events.					X		Have Discussed
8	Work with regional tourism authorities to create multiple day visitor experiences.	Work with tour operators currently engaged with regional tourism authorities to offer V&T Railway events and activities.		X					Complete



COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY
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9	Provide regular maintenance to the railway infrastructure.	Strengthen maintenance agreements to emphasize continuity.	X						Complete
10	Ensure all V&T Railway operations follow standard safety protocols.	Develop operational protocols to include safety on the rail.				X			Have Discussed
		Strengthen operator agreements to emphasize safety.				X			Have Discussed
11	Ensure property and equipment is secure.	Review current security of all property and equipment and develop solutions.	X						Complete
12	Provide for coordination of rail operations among service providers.	Strengthen all provider agreements – emphasize continuity and resources to improve experience.	X						Complete
13	Monitor operating results of all activities and events on the Railway for financial sustainability.	Establish uniform “after event” reporting in order to analyze event and activity success.	X						Complete
14	Develop partnerships with other cultural assets.	Offer visitor packages including other cultural assets.					X		Have Discussed
15	Encourage area volunteers to support events and activities.	Develop a volunteer training program.					X		Have Discussed
		Develop volunteer recruiting program.					X		Have Discussed
16	Encourage donations of services and / or funds to support the V&T Railway.	Pursue commercial sponsorships for trains, events, rail bikes, etc..						X	In Progress
		Explore a “signature” fund raising event.						X	Have Discussed
17	Encourage citizen participation in V&T Railway events and activities.	Examine the possibility of local discounts for events and activities.					X		Have Discussed