



**NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY
("V&T Railway Commission")
Agenda Report**

Date Submitted: 7/16/24

Meeting Date Requested: 7/24/24

Time Requested: 10 Minutes

To: NEVADA COMMISSION for the RECONSTRUCTION of the V&T RAILWAY Commissioners

From: David Peterson

Subject Title: Discussion and presentation regarding Fiscal Year 2023/2024 Fall/Spring Media Campaign Recap -
Melissa Deitz, Deitz Media & Marketing (admin@vtrailway.com)

Staff Summary: Melissa Deitz of Deitz Media and Marketing will present a report of media campaign activities conducted in support of the V&T Railway in the previous fiscal year.

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action: I move to approve proposed _____

Applicable Statute, Code, Policy, Rule or Regulation:

Fiscal Impact:

Explanation of Impact:

Funding Source:

Supporting Material/Attachments: 20240724 VT Item 8 FY23-24 Marketing Recap - Deitz Media

Prepared By: Cheryl Bailey, Executive Assistant

V&T Railway Fiscal Year 2023/2024 Media Campaign Report



Sept-Oct 2023 Flight
\$14,999.71 budget

OUTDOOR

Flight: 9/11 – 10/8. Delivered 522,512 impressions.

Locations:

- Prater Way e/o Rock Blvd
- Kietzke Lane w/o S. Virginia St
- S Virginia N/O La Rue Ave



TELEVISION

For television, we ran :04/:05 and :10-second billboards leading into high profile programming on channels 2, 4 and 8. The campaigns delivered in full delivering an estimated 2.9 million impressions with a 41.4% reach and 12.2x frequency.

ONLINE MEDIA – SEARCH AND DISPLAY

Our Sept/October campaign included display ads, display retargeting and paid search. We delivered over 1,085 clicks over the flight.

Search alone delivered 929 clicks with a remarkable 34.63% CTR. To put this into perspective, Google's 2023 benchmark for CTR for Travel is 10.03% and 11.78 for Arts/Entertainment. The benchmark for CPC is \$1.63 and \$1.55 for Travel and Arts/Entertainment. We were at \$0.26.

V & T Railway	Clicks	CPC	CTR	Impressions	Reach	Frequency
Display	104	\$4.78	0.20%	51,281	12,492	4.11
Display Retargeting	52	\$1.76	0.55%	9,429	2,778	3.39
Search	929	\$0.26	34.63%	2,683		
Total	1,085	\$2.27	1.71%	63,393	15,270	4.15

FALL CAMPAIGN TOTALS

Between outdoor, TV, and online efforts we estimate this campaign delivered over 3,499,820 impressions.

March-June 2024 Flight
\$26,890.35 budget

OUTDOOR

Flight: 4/15 – 5/12. Delivered 1.4 million impressions.

Locations:

- Keystone Ave n/o 2nd St
- US 395 n/o Mt Rose Highway
- McCarran s/o Glendale Ave
- S Virginia n/o Wells



Flight: 5/13 – 6/9. Delivered 1.073 million impressions.

Locations:

- S Virginia s/o Arroyo
- Kietzke n/o Kuenzli
- 4th St w/o Galetti
- McCarran w/o Glendale



TELEVISION

Television included 15-second spots during AM, PM, Late and weekend news on ABC, NBC and CBS. The schedules delivered in full delivering an estimated 1.33 million impressions with a 78.6% reach and 9.7x frequency.

RADIO

Radio included a 15-second package with Reno Media Group, airing 14 spots per week on each of the following stations, delivering a total of 1.43 million impressions



ONLINE MEDIA – SEARCH AND DISPLAY

The March – June digital campaign included paid search, retargeting, display ads, and YouTube unskippable video.

Highlights

Search

- 4,056 clicks with 24.66% CTR.
- CPC \$0.31. Though a bit higher than Fall, still well below the benchmarks

YouTube delivered 104,973 impressions with a 99.69% view completion rate.

V & T Railway	Clicks	CPC	CTR	Impressions	100% VCR
Display	506	\$2.42	0.33%	151,579	
Display Retargeting	108	\$2.19	0.37%	29,347	
Search	4,056	\$0.31	24.66%	16,449	
YouTube Video	19	\$50.00	0.02%	104,973	99.69%
Total	4,689			302,348	

SPRING CAMPAIGN TOTALS

Between outdoor, TV, radio and online efforts we estimate this campaign delivered over 5.535 million impressions.