



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

Date Submitted: 1/13/25

Meeting Date Requested: 1/22/25

Time Requested: 20 Minutes

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

From: David Peterson

Subject Title: Presentation and discussion regarding THE POLAR EXPRESS 2024 Season.
(admin@vtrailway.com)

Staff Summary: This presentation includes updates by Cherrie Bailey, Executive Assistant to the V&T Commission; Carla Wilson of C.J. Wilson, LLC, the Polar Express Theater Production services provider for the 2024 Season; and Thomas Gray and Candy Duncan of the Virginia Truckee Railroad ("VTRR").

Type of Action Requested:

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

Recommended Board Action:

Applicable Statute, Code, Policy, Rule or Regulation:

Fiscal Impact:

Explanation of Impact:

Funding Source:

Supporting Material/Attachments:

Prepared By: Cheryl Bailey, Executive Assistant

2024 Polar Express Revenue/Expenses Report

(Preliminary)

Revenue:

PEX Ticket Sales	\$719,957
PEX Historical Fees:	\$192,600
PEX Trip Insurance Fees:	\$58,040
PEX Photography Commission:	\$10,287
PEX Gift Shop Sales:	\$61,717
Total Revenue:	<u>\$1,042,601</u>

Direct Expenses:

Royalties to Rail Events:	\$215,987
Train Services:	\$154,550
PEX Professional Services:	\$171,412
PEX Operating Supplies:	\$7,557
Bank Credit Card Fees:	\$19,262
Special Event Expenses:	\$75,851
Cost of Goods - Gift Shop	\$43,791
Total Direct Expenses:	<u>\$688,410</u>

Net Profit:

\$354,192

2024 POLAR EXPRESS Passenger Count and Gross Revenue

(Preliminary)

Customer Type	# of Bookings	# of Passangers	Base Price	Historical Fees	Total
Polar Express: Classic Coach	1,003	5,622	\$186,927.20	\$63,120.00	\$250,047.20
Polar Express: Deluxe Coach	872	4,566	\$165,281.00	\$54,408.00	\$219,689.00
Polar Express: VIP Parlor Car Family Lounge	67	804	\$55,632.00	\$10,368.00	\$66,000.00
Polar Express: VIP Parlor Car Sitting Room	298	1,354	\$85,891.40	\$16,092.00	\$101,983.40
Polar Express: VIP Private Room	71	355	\$92,652.00	\$13,140.00	\$105,792.00
Polar Express: VIP Private Table	553	3,328	\$191,613.60	\$35,472.00	\$227,085.60
Lap Babies		223			
	2,864	16,252			\$970,597.20

Revenue Breakdown

PEX Ticket Sales	\$ 719,957.00
Historical Fees	\$ 192,600.00
Trip Insurance Fees	\$ 58,040.00
	\$ 970,597.00