



**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: 10 Minutes

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

From: David Peterson

Subject Title: Presentation and discussion regarding the V&T Commission's social media activities for calendar year 2024. **David Peterson** (admin@vtrailway.com)

Staff Summary: *Regina Flores of Lumont Media, the Commission's marketing services provider, will present an update on social media and eNewsletter activities. A recap of social media activities for fiscal year 2023/2024 was made at the July 24, 2024, Commission meeting.*

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

A black and white photograph of a steam locomotive, number 29, on tracks. The locomotive is the central focus, with its boiler, smokestack, and various mechanical parts visible. The number 29 is prominently displayed on the front and side. The background shows a clear sky and some distant hills. A yellow diagonal line runs across the left side of the image.

V&T RAILWAY COMMISSION
2024-2025 RECAP
PROVIDED BY: LUMONT MEDIA

2024 REPORT AND ANALYSIS

Social Media, Email Marketing, and PR

INSTAGRAM

People Reached

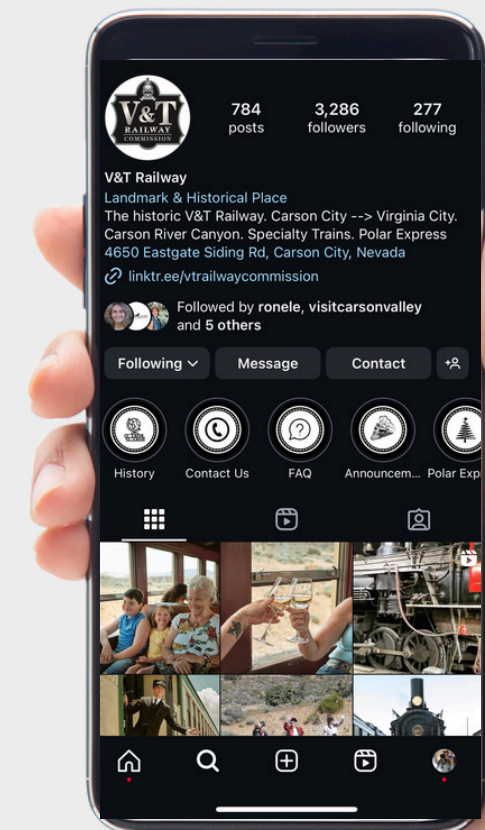
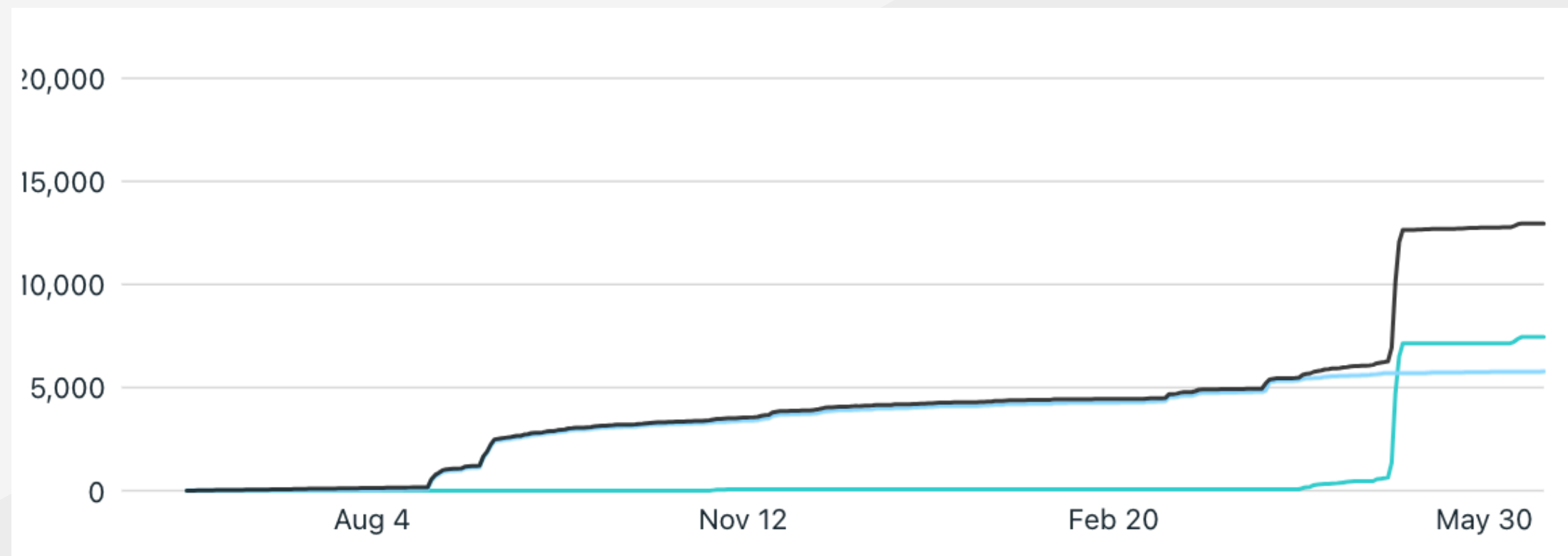
90,369
(595.14% increase)

Content Interactions

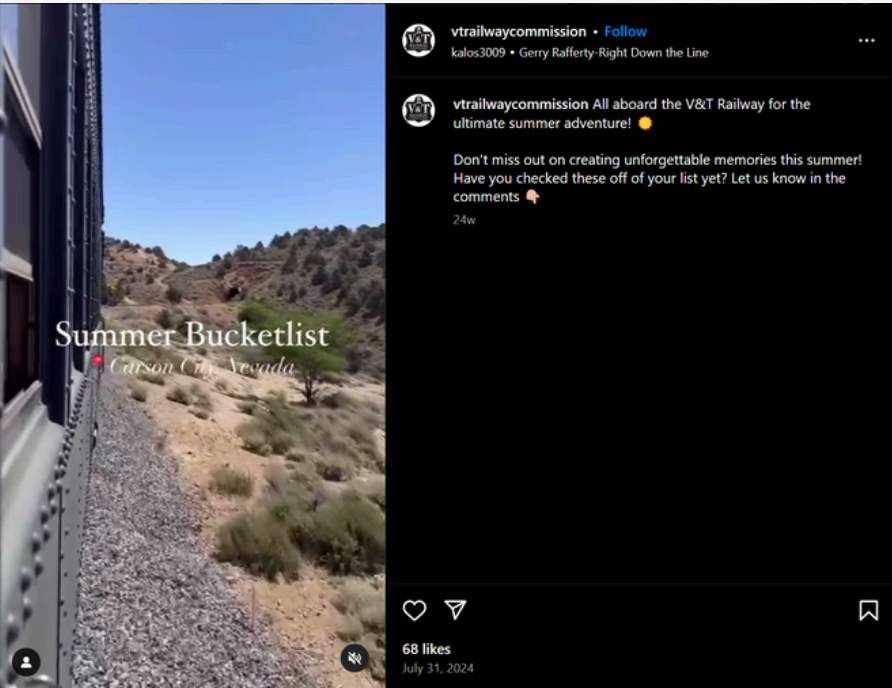
5.3K
(169% increase)

Followers

3,555
(+269 new)



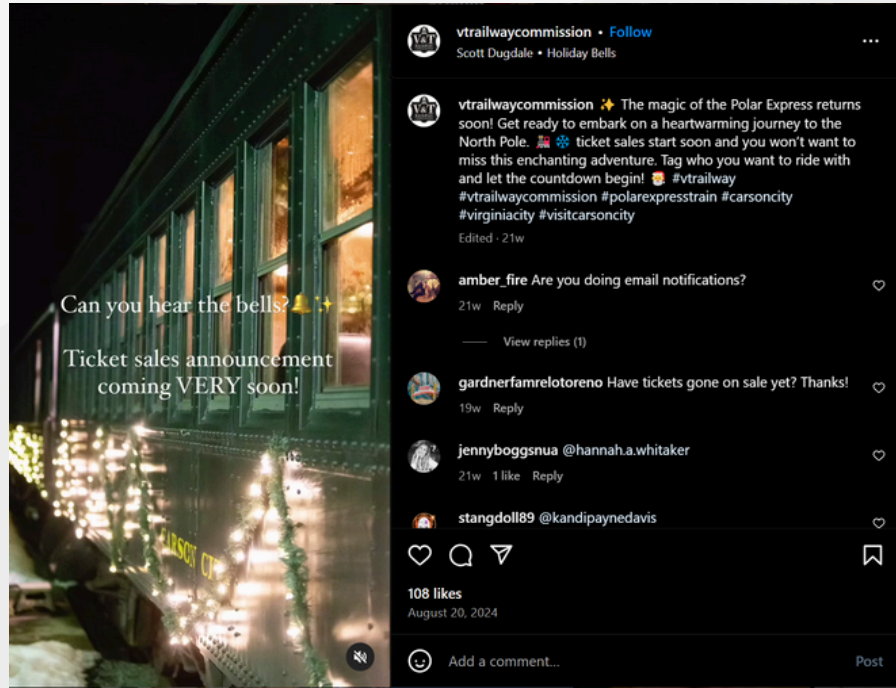
Top-Performing Posts: Most Accounts Reached and Interactions



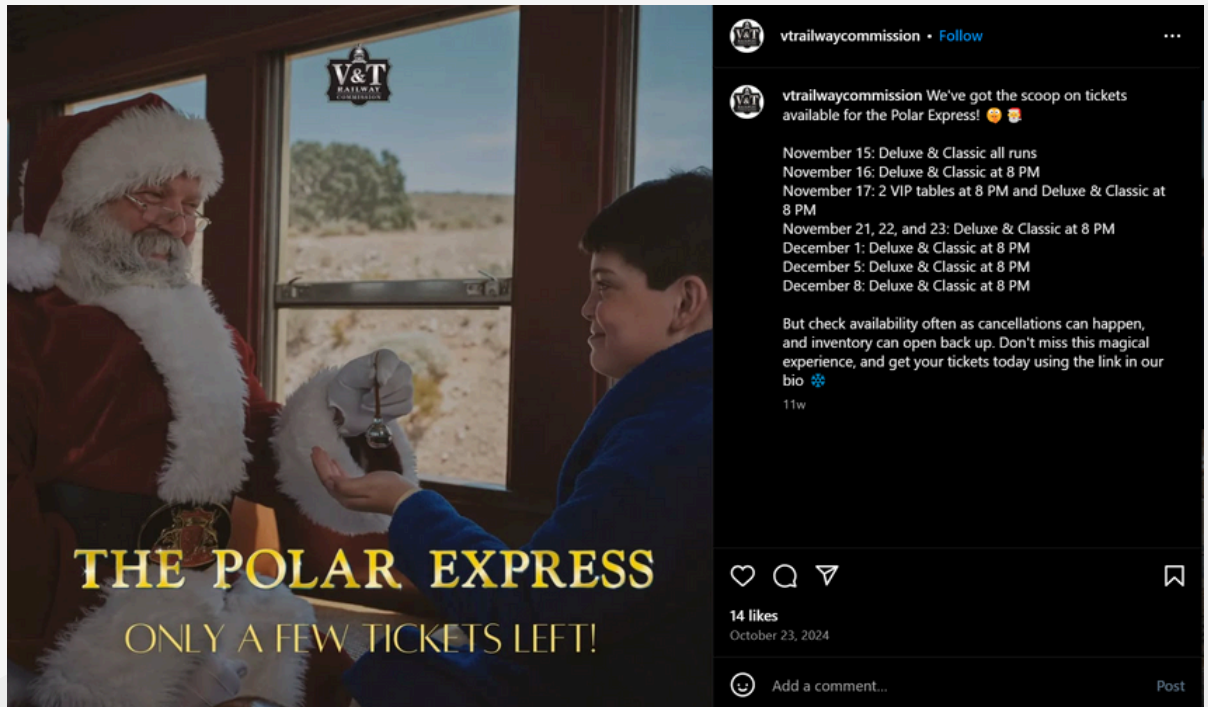
2,184
183



1,818
60



1,221
178



1,064
24



1,005
81

Instagram Analysis:

Significant increase in all key performance indicators.

- **Consistency**

- Maintained a well-structured social media calendar
- Improved posting frequency with 3–4 posts per week
- Total posts shared: 171

- **Content Variety**

- The publication of videos/reels and stories was increased, to maintain greater interaction with the audience.

- **Analysis of top-performing posts shows:**

- 3 out of the 5 top posts were videos, reaffirming video content as the most engaging format for the audience.
- Continued emphasis on video creation led to notable improvements in post performance and audience retention.

FACEBOOK

People Reached

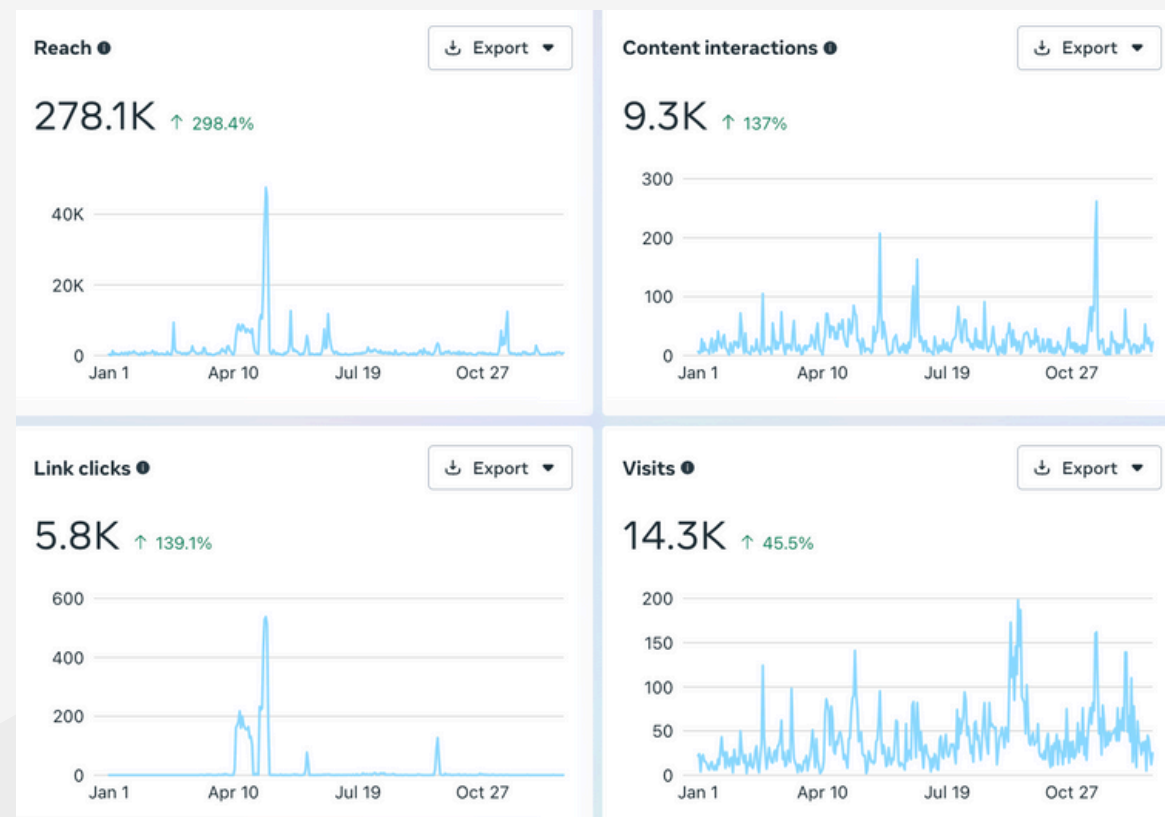
278.1K
(21% increase)

Content Interactions

9,300
(137% increase)

Followers

17.4K
(+613 new)



Top-Performing Posts: Highest Reach and Interactions



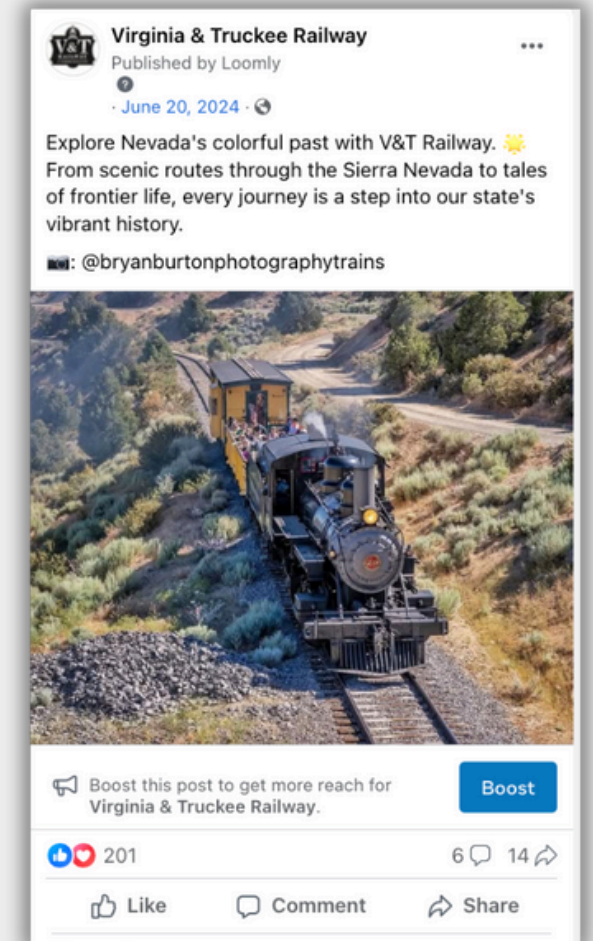
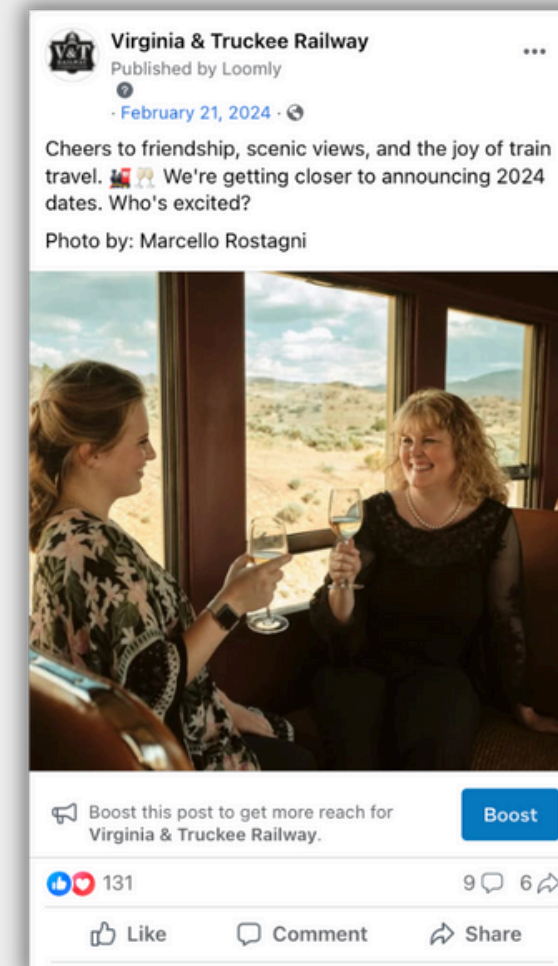
22,110
272



15,857
146



16,481
255



15,389
222

36,844
619

Other noteworthy metrics:

- 5.8K link clicks, a 139% increase compared to the previous year
- 14.3K profile visits, a 46% increase compared to the previous year

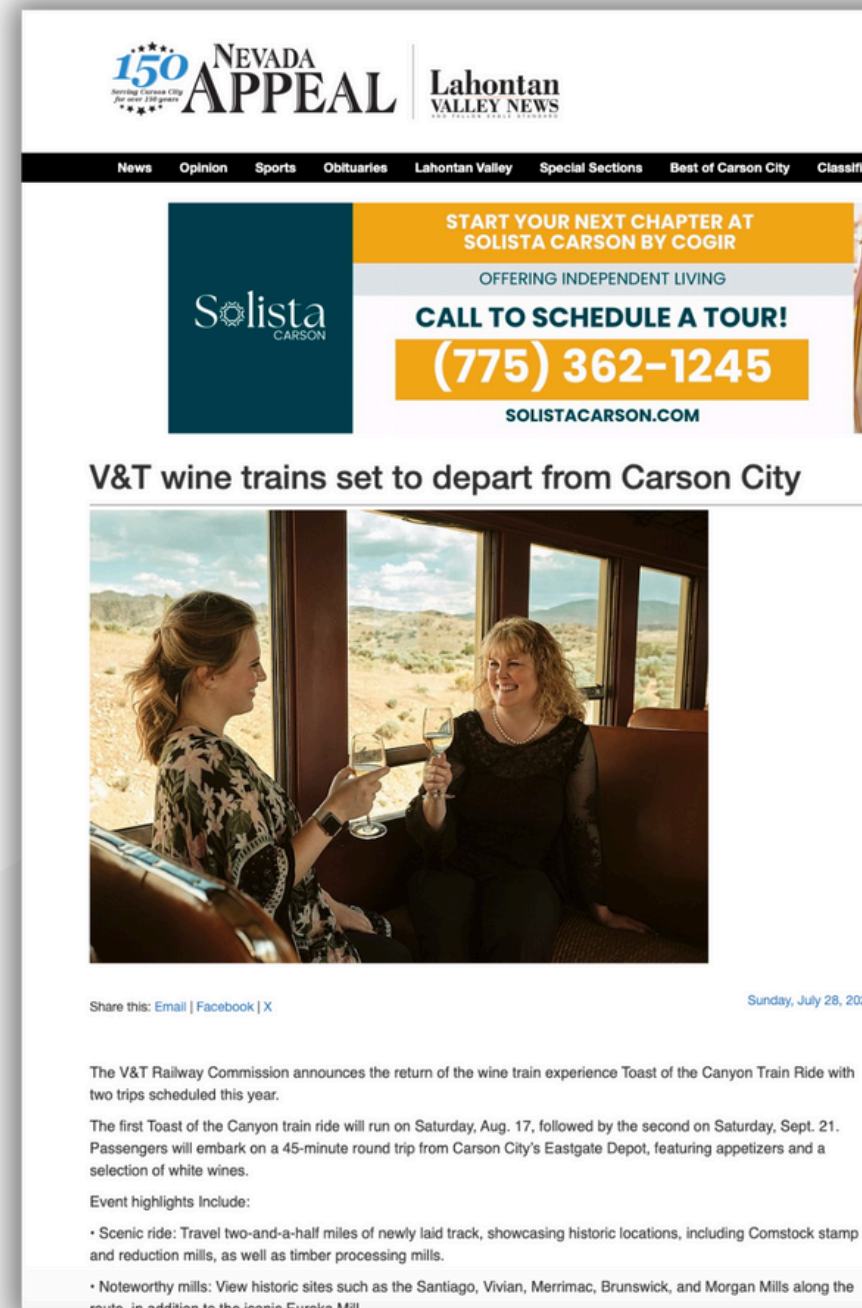
Analysis:

- YOY increases in reach and content interactions indicate strong audience engagement.
- The audience's interest in engaging with content has grown, highlighting the effectiveness of the current content strategy.
- Posts featuring historical content and scenic photos resonate most with the audience, aligning with their interests in nostalgia and the natural beauty of the railway's surroundings.
- These posts evoke a sense of adventure and a connection to the past, appealing to both history fans and those looking for lively posts.
- While last year's photoshoot provided fresh content, another photoshoot focused specifically on:
 - Action shots of the train to capture its dynamic presence and showcase its charm in motion.
 - Candid photos of happy passengers enjoying their experience to add relatability and emotional appeal.
- Including people in photos humanizes the brand and helps potential visitors imagine themselves on the train, increasing the likelihood of ticket sales and shares.
- Introduction of video content brought variety to the page.

PUBLIC RELATIONS AND EMAIL MARKETING

A consistent communication strategy was maintained by distributing a total of 21 emails and press releases.

These efforts led to increased awareness and engagement throughout the year, reaching a total of **6,266 passengers.**



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V&T wine trains set to depart from Carson City

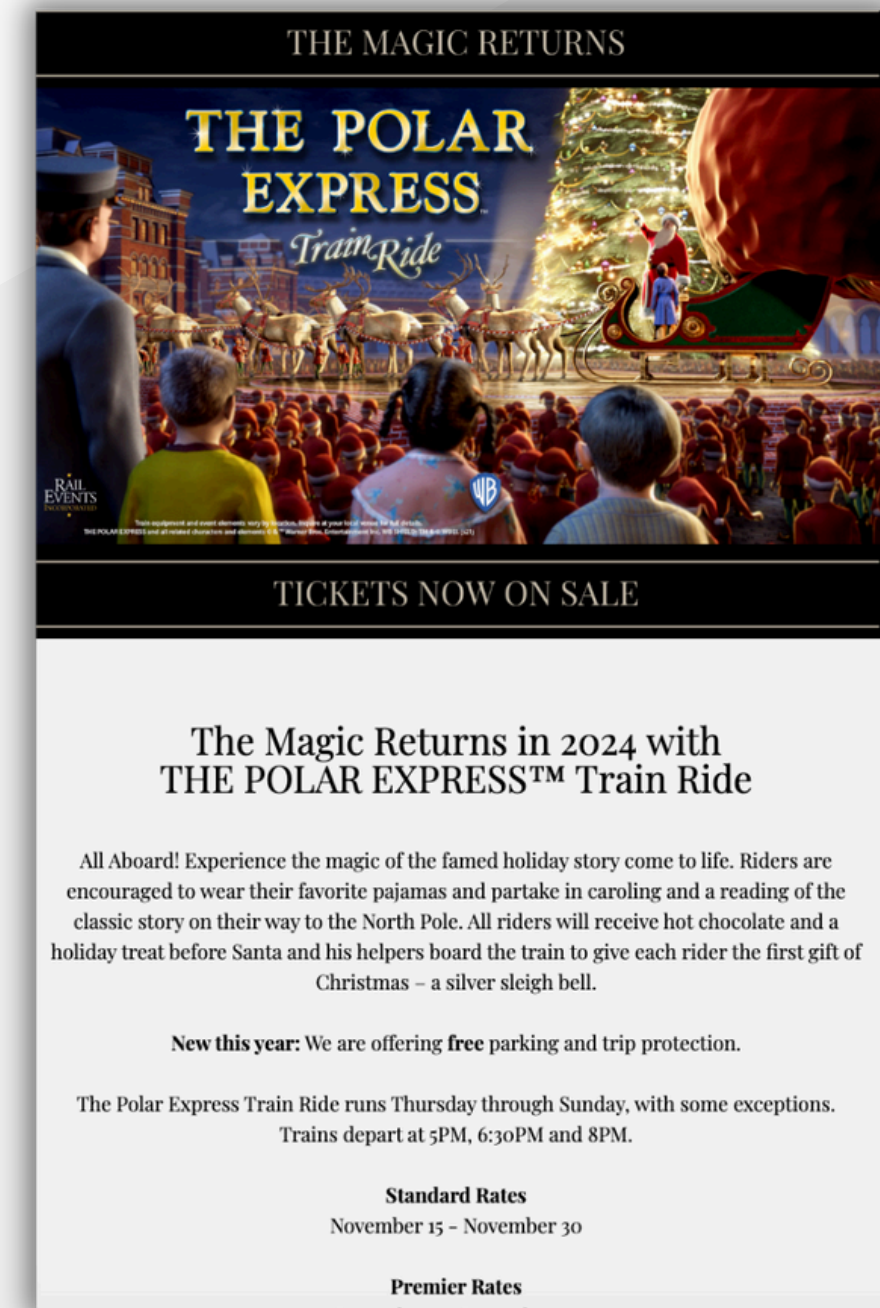
Share this: [Email](#) | [Facebook](#) | [X](#) Sunday, July 28, 2024

The V&T Railway Commission announces the return of the wine train experience Toast of the Canyon Train Ride with two trips scheduled this year.

The first Toast of the Canyon train ride will run on Saturday, Aug. 17, followed by the second on Saturday, Sept. 21. Passengers will embark on a 45-minute round trip from Carson City's Eastgate Depot, featuring appetizers and a selection of white wines.

Event highlights include:

- Scenic ride: Travel two-and-a-half miles of newly laid track, showcasing historic locations, including Comstock stamp and reduction mills, as well as timber processing mills.
- Noteworthy mills: View historic sites such as the Santiago, Vivian, Merrimac, Brunswick, and Morgan Mills along the route, in addition to the iconic Eureka Mill.



THE MAGIC RETURNS

THE POLAR EXPRESS™
Train Ride

TICKETS NOW ON SALE

The Magic Returns in 2024 with
THE POLAR EXPRESS™ Train Ride

All Aboard! Experience the magic of the famed holiday story come to life. Riders are encouraged to wear their favorite pajamas and partake in caroling and a reading of the classic story on their way to the North Pole. All riders will receive hot chocolate and a holiday treat before Santa and his helpers board the train to give each rider the first gift of Christmas – a silver sleigh bell.

New this year: We are offering **free** parking and trip protection.

The Polar Express Train Ride runs Thursday through Sunday, with some exceptions.
Trains depart at 5PM, 6:30PM and 8PM.

Standard Rates
November 15 - November 30

Premier Rates



THANK YOU

REGINA FLORES, LUMONT MEDIA
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