



Events &  
Marketing  
Update

# Agenda

- Overview
- Events
- Name Change – Implementation Status
- Railroad Canyon Extension
- Online Ticketing
- Annual Sponsorships
- Fundraising

## Overview of 2020-2021

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- Focus on Fundraising
- Division Manager of Visitor Experience
  - Professional Museum Experience
- Began Grant Submission Program
- Developed Annual Sponsorship Program
- Added new, non-branded events
- Volunteer recruitment
- Whistle Stop



# 2021 Events

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- March
  - Swap Meet
  - Second Saturday
- April
  - Winter WonderSLAMMED (Private Event)
  - Dino Train and S.T.E.A.M. Festival
    - 343 Tickets sold since **March 4th**
  - Behind the Scenes and Food Truck Fest
  - Night Photoshoot







## 2021 Events Continued

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- May
  - Antique Truck Show
  - Second Saturday
  - BBQ, Boots & Brew; 3 Competitors, 12 tickets
- June
  - Rods & Rails
  - Train Collectors Association (Charter)
- July
  - 4<sup>th</sup> of July Event
  - Second Saturday



# 2021 Events

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- August
  - Second Saturday
  - Behind the Scenes, Food Truck Fest and Movie Night
- September
  - Fall Swap Meet
  - Perris Appreciation Day
  - Oktoberfest
- October
  - Halloween Event all weekends



# 2021 Events

- November
  - Day Out with Thomas
  - Polar Express
- December
  - Polar Express



## Name Change Implementation

- Official Name Change in 2000
- Why?
  - Name changed better represented museum and location
  - Weekend Guests come from all over So Cal,
  - Events draw from CA, AZ and NV
  - Confusion Orange Empire and Orange County
  - Positive feedback from guests and potential sponsors



# Railroad Canyon Extension

- Meeting with the Elsinore Valley Municipal Water District General Manager
- Asking for consideration of allowing construction south of Ethanac Road on their property to the Kaban Par area.
- Known watershed issues
- State Permit Restrictions: State Water Resources Control Board, Division of Drinking Water



***Elsinore Valley Municipal Water District***



# Online Ticketing


- Switched online ticket sales provider to Fareharbor
  - No fees to SCRM for refunds
  - Promote SCRM events to hospitality partners
  - For the last 7 weeks opened, online ticket sales \$3,396
- Bookstore also has had record weekend sales for the last 7 weeks, totaling \$22,113.57

[Secured](#) [Health & Safety](#)

[Home](#) → Weekend Train and Trolley Rides

## Weekend Train and Trolley Rides

Up to 50 min • All ages welcome



**\$12** Adults Ages 12+

**\$8** Youths Ages 5 to 11

**Free** Children Ages 4 and under free with adult

Prices for [Saturday, March 6th 2021](#)

**All aboard for family fun!**

**Book online**

- [Real-time availability](#)
- [Instant confirmation](#)

**March 2021**

Su	M	T	W	Th	F	S
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

[Click a date to browse availability](#)

# Annual Corporate Sponsorships

- Conductor - \$5,000
- Engineer - \$2,500
- Brakeman - \$1,000
- Fireman - \$750
- Attendant - \$500

## Why Become a Sponsor?

History comes alive when someone is able to visit the places that enable them to touch the past. It is said that we learn from our past in order to achieve greater influence over our future. Southern California Railway Museum (SCRM) has been preserving history, and serving as a model of who we are, where we came from and how we, as a nation and region, got to where we are today.

Rail transportation has played a pivotal role in our nation's history; it has influenced commerce, culture and the economy for over 150 years. SCRM has been preserving that legacy since the mid 1950's, bringing the joy and wonder of trains and trolleys to over a million visitors. Located in Perris, California, SCRM's campus spans 100 acres and includes the largest train and trolley collection in Southern California. Your financial support enables SCRM to give visitors and guests the ability to ride the rails of history.

## About Southern California Railway Museum

The Southern California Railway Museum preserves, restores, and interprets artifacts, both large and small, of the rail transportation industry. The Museum was founded in 1956 in Los Angeles, and since then has become the largest railway museum in the Western United States. The Museum is home to an extensive collection of historic locomotives, railcars, trolleys, model trains, and much more. A variety of events are hosted throughout the year, and the Museum is available for private and corporate rentals. Trains and trolleys operate for the public every weekend. The Museum is a California non-profit organization and volunteers, members, associates, sponsors, and private donations make museum operation and development possible.



Annual Sponsorship Opportunities

[www.socalrailway.org/sponsor](http://www.socalrailway.org/sponsor)

# Fundraising - \$315,295.78

- Direct Give - \$220,801.89
- Campaigns - \$94,493.89
  - Buy a Tie - \$ 14, 968.71
    - Facebook & Direct Mail
  - Year-End Appeal - \$79,525.18
    - Facebook & Direct Mail
  - Quarterly Campaigns planned for 2021
    - March – Happy \$65<sup>th</sup> Birthday SCRM



# Grants

- Grants - \$5,000
  - \$5,000 in application status





Questions